

# *The* NATIONAL UNDERWRITER

*Life Insurance Edition*

## THE WESTERN AND SOUTHERN LIFE INSURANCE COMPANY



C. F. Williams, President

Cincinnati, Ohio

### 56th FINANCIAL STATEMENT December 31, 1943

#### ASSETS

United States Government Bonds.....	\$127,935,143.00
Municipal Bonds (No Default of Principal or Interest) .....	2,879,604.74
First Mortgage Loans on City Property.....	62,000,985.25
First Mortgage Loans on Farm Property.....	1,206,209.22
Ground Rents .....	8,585,411.03
Policy Loans .....	7,234,223.81
Preferred Stocks .....	12,232,246.83
Real Estate	
City Property .....	8,689,615.35
City Property Sold on Contract.....	2,350,876.33
Farm Property Sold on Contract.....	11,029.99
Home Office Property.....	1,001,000.00
Cash on Deposit in Banks.....	4,790,444.73
Net Uncollected and Deferred Premiums.....	2,713,356.05
Accrued Interest on Investments.....	2,118,039.47
TOTAL ADMITTED ASSETS.....	\$243,748,185.80

#### LIABILITIES

Reserves for Protection of Policyholders.....	\$204,819,797.69
Premiums and Interest Paid in Advance.....	1,221,322.96
Reserves for Taxes and Incurred Unpresented Items .....	2,151,066.78
Contingency Reserves .....	1,426,835.11
Capital and Surplus.....	34,129,163.26
TOTAL LIABILITIES .....	\$243,748,185.80

INCREASE IN ASSETS—\$22,660,360.09

TOTAL ASSETS—\$243,748,185.80

INCREASE IN INSURANCE IN FORCE—\$103,187,208.00

TOTAL INSURANCE IN FORCE—\$1,276,865,648.00

FRIDAY, APRIL 21, 1944



At home with the family of Richard R. Mann, Equitable policyholder of Columbus, Ohio

## The Future Is Bright for Dick Mann's Family

SOME time after the war is won, Dick and Bernadine Mann plan to build the house they've dreamed about ever since they were married.

Bernadine is eager for a modern kitchen. Dick wants a furnace he doesn't have to stoke. Seven-year-old Anita's desire is a big yard so she can have a dog, and five-year-old Shirley asks for "a swing that hangs from a tree." Richard Jr., age one, is too young to express an opinion, but he'll want plenty of room to romp in.

Right now, the Manns rent a house, in Columbus, Ohio. Dick is a war worker at the Capitol Manufacturing and Supply Co. The Equitable insurance he owns is playing an important part in his plan for living and preparation for the future.

Dick himself was one of eleven children, and as he says, "We had plenty of hard times. When I started working, I made up my mind that, as far as possible, I'd see there were no rainy days for my family. Every family is entitled to security, and life insurance is the best way I know to get it."

The Manns look forward, some day, to "taking it easy." His wife says, "Dick and I were surprised to find how much

retirement income for our older years, as well as protection now, we were able to arrange when we worked out a program with our Equitable agent combining our Social Security benefits, Dick's group insurance and his individual Equitable policies."

At the moment, little Anita says she is going to be a trained nurse when she grows up. One thing the Manns know is that whatever careers the children choose, there will be money for their training.

"I never went to college, and neither did Bernadine, but you can bet our children are going to have the chance we missed," Dick says. "That's one important part of my Equitable program—a guaranteed education fund for each of the youngsters. To us that's the American way—knowing that your children will have a better opportunity than you had."

In the evening, when the baby has been put to bed, the Manns like to talk about their plans for the future. That new home they will build, "just a nice bus ride from Columbus"—the advantages they plan to give their children—their own hopes for leisure some day.

Like so many other American families, these are the things the Manns are building toward, saving for, planning on.

## THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

A Mutual Company incorporated under the Laws of New York State

## Dividends to Equitable Policyholders Increased

THE continuing progress made by The Equitable Society has made it possible to extend additional advantages and services to our policyholders.

Among these is the increase in the dividends to be paid to policyholders in 1944, applying to most types of individual policies.

This action reflects the favorable trend of mortality experience in recent years and the continued financial progress of the Society. During the past several years, the Society has been substantially strengthening surplus and reserves. This has now progressed to the point where it is felt that an increased distribution of dividends for 1944 can prudently be made.

The total amount set aside for dividends on December 31, 1943 is \$41,400,000, compared with \$36,802,000 on December 31, 1942.

Every day of 1943, an average of \$587,000 in benefits was paid to Equitable families—a total of \$214,388,000. This included payments of \$1,552,000 to the families of 547 members of our Armed Forces who died in service while protected by individual Equitable policies.

As a service to the nation, The Equitable has developed, through its group insurance facilities, a program of world-wide life insurance protection for civilian employees of the United States Government serving overseas. This gives the American serving his country as a civilian, protection comparable to that provided for members of the Armed Forces under National Service Life Insurance.

Using a part of their current earnings to set up permanent protection for the future, thousands of far-sighted families created \$294,544,000 of new Equitable protection last year under individual policies. Equitable group life insurance increased \$352,548,000. In all, 3,050,000 persons own \$8,445,578,000 of Equitable life insurance—a record high.

During 1943, the Society's assets crossed the three billion dollar mark. The Society purchased \$458,850,000 of U. S. Government securities last year, and at the end of 1943 owned a total of \$981,351,000.

Today Equitable funds are helping to speed victory through investments in the securities of the Government and American industries. When the war is won, Equitable funds, directed into sound and diversified business enterprises, will help industry provide jobs for our returning soldiers and for workers now making war equipment.

Thomas T. Parkinson  
PRESIDENT

YOU WILL ENJOY READING the story of Dick Mann's family in "YOUR POLICY"—The Equitable's annual report. This booklet contains practical information, with actual family programs worked out. Ask any Equitable agent for a copy, or write to the Home Office, 393 Seventh Ave., New York 1, New York.



National Income  
in 1943 Is Set  
at \$147.9 BillionRate of Increase Is Now  
Slowing Down, Commerce  
Department Finds

National income reached the record level of \$147.9 billion in 1943, according to latest estimates of the Department of Commerce. This represented an increase of 22% over 1942, and was more than double the national income of 1939. Four-fifths of the increase between 1942 and 1943 occurred in wages and salaries in manufacturing, federal government payrolls (including the pay of the armed forces), and net income of farm proprietors. This was similar to 1942, when these components accounted for nearly three-fourths of the rise in the total. The approach to full economic mobilization resulted in a slowing down of the quarterly growth of national income during 1943. The percentage increase in the last quarter of the year was only two-fifths of the average quarterly increase in 1942.

## Total Wages and Salary

Total wages and salaries rose to \$102 billion in 1943, more than double the peacetime level of 1940. Government payrolls were responsible for 39% of the increase between 1942 and 1943.

Wages and salaries in private industry amounted to \$80 billion. While wage rate increases in 1943 were moderate, increases granted in 1942, which had their first full year effect in 1943, were a major influence in raising private payrolls to this level. Increased employment, shifts to higher paid industries, longer hours, and premium rates for overtime work were contributing factors.

Net income of unincorporated business rose to \$23.9 billion. Farm operators made the largest gain, and for the first time in recent years accounted for more than half of this total. From 1942 to 1943 net farm income increased 27% to an unprecedented level of \$12.3 billion. The rise in farm prices was the major factor accounting for the expansion. Total farm production also continued to increase, though less than in 1942.

Limited data indicate that profits in 1943 increased by about 7% to \$8.9 billion. This was an all time high. Whereas in 1942 earnings were adversely affected by a substantial increase in income and excess profits taxes, the application of the same tax rates to 1943 returns allowed net profits to increase with the enlarged volume of business. Dividends increased to only a negligible extent, so that the rise in profits was reflected almost entirely in corporate savings.

Gross national product amounted to \$186.5 billion in 1943, an increase of 22% over 1942, and more than double the national product of 1939. During the year the growth of national product leveled off markedly, indicating that peak production was being reached.

War expenditures absorbed \$81.3 billion of gross national product in 1943, as compared with \$50.3 billion in 1942. After a succession of quarterly increases, war expenditures in 1943 were stabilizing around 45% of national product.

Consumer expenditures increased by 11 percent to \$91 billion. Only in a few

New Business Up  
1.5% for MarchQuarterly Increase Is  
15.3%; Ordinary Is  
Well Ahead

New life insurance for March was 1.6% more than for March, 1943, and for the first three months the total was 15.3% greater, according to the Association of Life Insurance Presidents. Ordinary again led in March with an increase of nearly 14% over March of last year. Industrial and group showed decreases of 9% and 32% respectively.

New business in March was \$791,695,000 against \$779,061,000. New ordinary was \$565,705,000 against \$496,854,000, increase 13.9%. Industrial was \$137,811,000 against \$151,817,000, decrease 9.2%, and group was \$88,179,000 against \$130,390,000, decrease 32.4%.

For the first three months, new business totaled \$2,317,736,000 against \$2,010,185,000, up 15.3%. New ordinary was \$1,576,805,000 against \$1,282,185,000, increase 23%. Industrial totaled \$400,010,000 against \$413,103,000, decrease 3.2%. Group was \$340,921,000 against \$314,897,000, increase 8.3%.

New paid business for months and quarters in 1942, 1943, and 1944 are shown below:

(Last three 000 omitted)

	ORDINARY			1944 Over 1943	Pct.
	1942	1943	1944		
Jan.	\$ 803,580	\$ 389,065	\$ 494,059	27.0	
Feb.	490,187	396,266	517,041	30.5	
March	432,941	496,854	565,705	13.9	
	\$1,726,708	\$1,282,185	\$1,576,805	23.0	
	INDUSTRIAL			1944 Over 1943	Pct.
	1942	1943	1944		
Jan.	\$ 143,281	\$ 127,643	\$ 131,091	2.7	
Feb.	141,388	133,643	131,108	-1.9	
March	160,628	151,817	137,811	-9.2	
	\$ 445,297	\$ 413,103	\$ 400,010	-3.2	
	GROUP			1944 Over 1943	Pct.
	1942	1943	1944		
Jan.	\$ 49,076	\$ 93,818	\$ 190,145	102.5	
Feb.	50,232	90,689	62,697	-34.9	
March	97,826	130,390	88,179	-32.4	
	\$ 197,134	\$ 314,897	\$ 340,921	8.3	
	TOTAL			1944 Over 1943	Pct.
	1942	1943	1944		
Jan.	\$ 995,937	\$ 610,526	\$ 815,295	33.5	
Feb.	681,807	620,598	710,746	13.9	
March	691,395	779,061	791,695	1.6	
	\$2,369,139	\$2,010,185	\$2,317,736	15.3	

lines most sharply affected by curtailments of civilian production were dollar sales to consumer reduced in 1943. Expenditures on automobiles, gasoline, and furniture declined. These reductions were more than offset by substantial increases in expenditures on food, clothing, tobacco, jewelry, and expenditures on services.

## Gross Capital Formation

Private gross capital formation amounted to only \$2.2 billion in 1943 compared with \$7.5 billion in 1942 and a peak level of \$19 billion in 1941. This sharp reduction shows the extent to which the war program has been facilitated by adjustments in the capital goods flow, drastic cuts in private construction and producers' durable equipment being supplemented by drains on business inventories and on foreign claims.

Income payments to individuals rose to \$142.3 billion, outpacing the growth both of consumer expenditures and of personal taxes. The latter increased from \$6.6 to \$18.3 billion, mainly as a result of the increase of tax rates and the withholding provisions. As a consequence net savings of individuals rose further to an all time high of \$33 billion.

Warns Against  
Missing the  
Investment Boat

Declaring that he sees little possibility for a rise in interest rates in the immediate future, Stephen M. Foster, economic adviser of New York Life said institutional investors should not pass up investment opportunities in the hope that a rise in interest rates is not far distant. He was a member of a panel group discussing the future trend in interest rates at the mortgage clinic of the Mortgage Bankers Association in New York. Claude L. Benner, vice-president Continental American Life, was another member of the panel.

"We continue to be in an excessively easy money condition—a condition so easy that government borrowings of \$72 billions of new money within a 12-month period were unable to cause interest rates, on the whole, to budge," Mr. Foster observed. "I feel that we now lack any very compelling or convincing reason for expecting higher interest rates. I would prefer to accept interest rates as they are and adjust our operations to them. I have in mind the great mistake that so many institutional investors made during the 30's. Continually hoping that interest rates would start to rise again, they refrained, year after year, from making long-term investments. They passed up investment opportunities such as they have never been since. Let us not make the same mistake now. Let us not pass up the advantage of present yield possibilities by speculating for the 'more favorable opportunities' of the future that often do not materialize."

## Interest Rate Assumption

The life companies, he said, should adjust interest rate assumption to conform to current yield conditions.

Mr. Foster emphasized the failure of interest rates to rise during the past three years in the light of the gigantic financial requirements during that same period. There never has been a time, he declared, when any country has raised as much new money as the \$142 billions that have been raised in this country during the past 39 months.

"In one 12 months period alone, our government raised \$72 billion and it did this while the surplus funds of the banks were getting fewer and fewer. If three years ago anybody had said that the government was going to finance itself at the rate of \$72 billion a year and that excess reserves of the banks were going to decline by \$6 billion, we all would have said it could not be done or, if it was done, that it would lead to debacle in the money market."

The failure of a debacle to occur is indicative, he said, of the fundamental ease in money conditions that is inherent in even \$1 billion of excess reserves.

Mr. Foster said interest rates were prevented from rising by the pressure of tremendous and increasing excess funds in the hands of the public—funds which eventually seek investment.

"One can say that after the war, the government will still be in the market for new funds and there will also be a great need for borrowing, by business for the erection and conversion of its plant and equipment, and by consumers for the purchase of durable goods of all kinds. Such a statement may prove to be correct. However, in view of the magnitude of the government's recent borrowing operations, it is by no means clear that after the war combined demands of government, business and consumers for new capital will, except perhaps for brief periods, exert as much pressure on the available supplies of investable funds as has recently been exerted."

Plans for A.L.I.P.  
and A.L.C. Wedding  
Are Put OverCommittees Find Sufficient  
Unanimity of Opinion  
Is Lacking Today

Announcement is made by the committees of the American Life Convention and Life Presidents Association that have been giving consideration to the idea of unifying the work of the two bodies that there is not yet a sufficient degree of unanimity to justify present consummation of the plan. These committees met in Chicago last week at the same time that the executive committee of the American Life Convention was holding forth there. The announcement states, however, that both committees still firmly believe that unification of the work of the two organizations is desirable and that a substantial majority of both organizations are favorable to unification.

The committees recommend that at this time no action should be taken by either body respecting unification but that the matter should be left open for future consideration. The committees are convinced, however, that the work of both organizations should be studied in order to avoid duplication of activities.

The announcement mentioned that there has been a fine spirit of cooperation over the years and it is urged that consideration be given to various methods by which even more effective coordination of present and future work and activities of the two bodies may be achieved.

## History of Negotiations

The A.L.C. committee was appointed in October, 1942, and is headed by O. J. Arnold, president of Northwestern National Life and the Life President's committee was named in December of that year and is headed by George W. Smith, president of New England Mutual Life. As a result of meetings in 1943 plans were advanced for unification of the work of the two bodies. An oral report was made to the A.L.C. at its meeting last October and in December a complete report of the committee was mailed to the members of the association. A similar report was submitted to members of the Life Presidents Association last December and was subsequently mailed to each member.

All members of the A.L.C. executive committee were on hand for the Chicago meeting together with a number of the past presidents.

Conn. Savings Banks to  
Enter Group Life Field

HARTFORD—Trustees of the Connecticut Savings Bank Life Insurance Fund have voted to enter the group life field. John P. Royston, secretary and general manager, was instructed to prepare contract forms for approval by the trustees. Contracts will be subject to the attorney general's approval regarding legal form and the insurance commissioner's regarding policy provisions and rates.

The trustees also considered lowering the age limit for juvenile policies from six months to one month, without reaching decision.

## Tax Consultant Gives Tips to New York Supervisors

NEW YORK—Few assured will be able to enjoy the \$60,000 estate tax exemption and they should exhaust every possible way to arrange for the wife to pay the premiums on life insurance, Gustave Simons, Simons & Greeley, attorneys and tax consultants, told the New York Life Supervisors Association. It is the policy of the government to do away with this tax exemption and a reduction of \$20,000 a year in the exemption may be anticipated, he said.

The tax court in the Cartinhour case decision held that when a husband bought a policy and assigned it to a trustee, and then later gave money to his wife which she gave to the trustee with instructions to pay premiums, such proceeds were not taxable to the husband's estate. However, some judges dissented and the opinion is not final, but should be watched. As a general rule, if the husband makes a gift and the wife pays the premiums with the money, the proceeds are not taxable unless she agreed to make such a disposition in advance.

The Treasury Department is putting a drive on transfers made in contemplation of death. The government may subpoena estate analyses made by insurance men, but an attorney's advice to his client is a privileged communication.

Frequently valid family partnerships will result in substantial tax savings. With such a plan, the spendable income of a \$100,000 a year income may be increased 40%. The other members of the partnership may use their shares to pay insurance premiums and the estate may be increased from \$750,000 to \$1,000,000.

### Options Not Binding

More options to purchase stock are not binding and unless it is provided unconditionally the survivor may purchase the deceased's stock at a fixed price, the government is not bound by the price set in determining the value of the business. Unless there is life insurance to furnish the money to buy such stock, an unconditional purchase agreement cannot be afforded. Frequently the government will levy a tax greater than the value of the stock because of the value set up on good-will.

The purchase of key man insurance is the only way surplus can be created for those corporations coming under section 102, he stated. Unless the corporation distributes 70% in dividends of the money earned, the section applies. Many firms survived the stock market crash only because of their key man insurance. Unless a trustee buys the key man coverage or the key men insure one another, the survivor will eventually have to pay a capital gains tax.

Income under settlement options elected by the assured is tax free and is the best money in the estate. The insurance should be payable directly to the family of the deceased stockholder. However, 99 out of 100 wills are so drawn as largely to vitiate these advantages.

The effect of section 722 of the revenue code on pension trusts is the most important of any section of the code

and is most often the least considered. This is the section dealing with normal earnings. If earnings have fluctuated abnormally such as in the case of a firm which made \$100,000 a year before the war and is now making \$1 million, the Treasury will let the firm establish what the normal earnings would have been. Mr. Simons exhibited a normal earnings table which he had prepared for 80 industries, showing percentages which 1936-39 earnings are to 1927-30 earnings. A pension plan comes out of the excess bracket. There is now a long term tax program. If business is bad, a firm can carry back tax credits two or four years. By the time five years' premiums are paid, substantial loan values will have been built up to carry over the plan during a period of poor earnings.

Profit sharing plans may be used many times when a company does not write pension plans. The money the trustee gets may be used to insure the lives of stockholders. When the stockholder dies, the money is used for the benefit of employees.

Profit sharing plans operate to the dis-

advantage of older men since a pension plan gives older men a larger contribution. Under a profit sharing plan the contribution is limited to 15% of payroll, but under a pension plan up to 25% is permitted. It may be advantageous to have a combination of both types of plans.

Usually it is a mistake to submit plans for advance approval to Washington, he said. There are only 38 men to pass approval on thousands of plans. The plan should be soundly conceived and when properly drawn, there is small likelihood of it being disallowed. When it is a matter of individual judgment, the treasury has often overruled itself and the plan should be built to operate on the right principles.

A tax attorney should appear early in the picture and only a handful of firms are most competent to give tax advice, he asserted.

Arnold Siegal, Connecticut General, will take over the publicity work formerly handled by John Silver, recently appointed agency manager by Equitable Society.

### Boston Council Elects May 15

The Boston Life Insurance & Trust Council will hold its annual meeting May 15. It will conduct a seminar with John D. Wright, Baltimore, tax expert, as the leader.

## Lapse, Surrender Total Reaches Another Low Point

NEW YORK—Lapses and surrenders in the ordinary life field for 1943 again reached a low record totalling \$1,366,707,575 for companies licensed in New York as against \$1,753,831,639 in 1942. The surrender total was \$587,278,322 and the lapse total \$779,519,253 against \$862,506,922 and \$889,873,124 in 1942. The ratio of lapses and surrenders to ordinary insurance in force as of Dec. 31, 1942 was 1.91% as compared with 2.51% in 1942; 3.00% in 1941.

Ordinary insurance in force of these companies at the beginning of 1943 was \$71,587,528,455 as compared with \$69,090,530,803 at the beginning of 1942, the latter total not including United Benefit Life.

The explanation seems to be that with wartime prosperity comparatively few policyholders are forced to give up their insurance through inability to pay the premiums nor are they compelled to cash their policies in order to raise cash in an emergency. The favorable surrender record, of course, indicates the much smaller volume of policy loans, which are the usual forerunner of surrenders.

### Many Are Not "Frustrations"

It must be borne in mind the lapse and surrender figures necessarily include

many transactions which should not be regarded as what the Temporary National Economic Committee investigators referred to as "frustrations" of the purpose for which the insurance was bought. Many surrenders, and in increasing proportion, are due to older persons reaching retirement age and converting their insurance to an annuity. Many other surrenders are also due to the insurance having served its function of protection.

Lapses include considerable coverage that was taken for a short term. For example, a man may have bought a five-year term policy to cover a two year loan, either with the idea of assuring himself of coverage in the event the loan had to be extended or because the company he wanted did not issue a two-year term policy.

Because of all these situations where the lapsing or surrendering of a policy may very well be in line with the completion of the insured's purposes it may well be that distress jettisoning of insurance policies is getting to the absolute minimum level. Yet, since the first of the year the figures are even better than 1943. The best estimate is that surrenders are running about three-quarters of what they were the first part of last year.

## More Uniform State Supervision Is Predicted by Lloyd

CINCINNATI—More uniform and rigid state supervision of insurance was predicted by John Lloyd, vice-president Union Central Life and former Ohio insurance superintendent, before the Cincinnati Fire Underwriters Association. Although agents are familiar with the supervisory powers of insurance departments over agencies, there is a lack of understanding of how the departments perform the same function in regard to companies. Up to 20 years ago, when the personnel of an insurance department changed from top to bottom with change of administration, supervision of companies was not as thorough as now. Now all insurance departments are well-equipped with competent trained examiners, or if such experienced trained examiners are not already in the department, the commissioner can and does call upon outside experienced competent men in this field.

The present method of examining insurance companies is far superior to anything a federal government could organize. Now the thinking of 48 men and 48 minds provides an over all supervision. If federal supervision were adopted, it would be a one man affair.

In state supervision if a particular commissioner develops a feeling of dislike for any company and attempts to punish the company, he would fail because other commissioners would oppose it. Also if a commissioner attempts to protect a company without justification, a fellow commissioner can say "You can't do this, we've got to clean it up." These safeguards would be sacrificed under any plan of federal supervision. Mr. Lloyd also addressed the Cincinnati Casualty Association on the same subject.

### Upholds Okla. 4% Tax

OKLAHOMA CITY—The Oklahoma supreme court held April 18 that the 4% premium tax imposed on foreign insurers is valid. The opinion was given in the case brought by Lincoln National Life. The question is pending before the U. S. Supreme Court.

### Prohibited Classes in Ohio

COLUMBUS—The Ohio department has warned companies that it will not issue agents' licenses for new applicants in any of these classes: Officers or employees of financial or lending institutions; applicants connected with the automobile sales business, except for life insurance; public employees whose time is supposed to be devoted to the service of the public, and applicants who have not passed their 21st birthday. Superintendent Crabbe says he has noticed an increase in requisitions for persons in certain of the prohibited classifications.

## Tell's "App-a-Week" Reaches 1,000 Mark

Arthur W. Tell, Union Central Life agent at Scottsbluff, Neb., has produced an application a week for 1,000 weeks. Mr. Tell has been with Union Central since 1920, and has written more than \$10,000,000 of business in that time, an average of more than \$500,000 a year. His best year was in 1934 with \$800,000.

	Surrender Amount	Lapse Amount	Lapse and Sur. Total	Lapse & Sur. In Force 1/1/43	Lapse & Sur. In Force 1/1/42
Aetna Life...	\$ 31,423,665	\$ 31,083,880	\$ 62,507,545	3.09	4.01
Bankers, Ia...	4,632,379	13,184,286	17,796,665	2.23	2.88
Berkshire...	2,265,648	2,471,268	4,736,916	2.07	3.31
Canada (U.S.)	2,594,812	1,879,778	4,474,590	1.97	2.94
Church...	63,718	48,260	111,978	.42	.56
Col. Natl. Conf.	1,768,443	3,042,361	4,810,804	2.61	3.61
Confederation (U. S. Br.)	366,544	361,504	1,228,048	3.80	4.68
Conn. Gen...	305,317	2,465,440	2,770,757	6.20	8.39
Conn. Mut...	15,614,861	17,925,487	33,540,338	3.75	4.72
Conn. Mut...	15,145,389	12,941,881	28,087,270	2.41	3.26
Cont. Am...	1,704,508	5,497,395	7,201,903	3.59	8.26
Credit...	None	None	None	None	None
Eastern...	204,600	442,850	647,450	3.26	4.94
Equit. Soc...	40,874,201	37,029,156	77,903,357	1.58	2.28
Equit., Ia...	3,562,554	7,121,157	10,683,711	1.68	2.48
Expressmen's	357,355	635,500	992,855	3.09	3.11
Farm Bur...	366,206	3,526,272	3,892,478	6.22	7.46
Farm. & Tr...	238,762	1,151,817	1,390,579	2.57	3.00
Fid. Mut...	2,662,893	4,154,942	6,817,835	1.75	2.67
Guardian...	4,389,101	4,476,870	8,865,971	1.68	2.59
Home, N. Y.	3,651,074	4,095,003	7,746,077	1.64	2.31
Imperial, Can.	353,440	111,695	465,135	3.45	4.05
John Hancock	25,844,099	90,135,034	115,979,133	3.91	4.37
Loyal Prot...	25,639	275,700	301,339	6.20	8.20
Luth. Mut...	453,883	1,427,617	1,881,500	2.16	3.48
Manhattan...	1,353,835	3,949,216	5,303,051	5.04	6.42
Mass. Mut...	23,964,672	12,683,749	36,648,421	1.78	2.49
Mass. Prot...	202,340	685,195	887,535	2.06	2.75
Met. Life...	93,915,864	117,659,730	211,575,594	1.56	2.27
Monarch...	206,920	1,700,994	1,906,914	6.21	6.21
Morris Plan...	52,930	15,150	68,080	1.86	.51
Mut. Ben...	18,969,215	6,100,968	25,070,183	1.17	1.65
Mutual, Can. (U. S. Br.)	234,070	24,990	259,060	2.12	3.86
Mut., N. Y...	46,696,835	37,121,491	83,818,326	2.30	3.06
Mut. Trust...	1,514,058	3,201,984	4,716,042	2.29	3.47
National, Vt.	4,815,536	3,686,570	8,502,106	1.38	2.21
N. E. Mut...	11,721,274	10,877,919	22,599,193	1.33	1.98
N. Y. Life...	43,381,721	72,127,900	115,509,621	1.61	2.11
N. Am. Re...	1,104,300	9,871,200	10,975,500	6.18	7.38
N. W. Mut...	23,966,622	16,242,327	40,208,949	.97	1.49
Old Rep...	5,213	135,274	140,487	.24	.34
Paul Rev...	246,839	2,855,363	3,102,202	8.21	10.73
Penn Mut...	19,353,014	18,262,444	37,615,458	1.84	2.32
Phoenix M...	7,218,513	7,694,719	14,913,232	2.04	2.50
Postal...	732,828	306,152	1,038,980	2.65	4.29
Prov. Mut...	12,097,926	6,153,473	18,251,399	1.75	2.45
Prudential...	70,855,896	88,753,304	159,609,200	1.48	2.04
Sec. Mu., N. Y.	6,863,587	2,793,173	9,656,760	3.53	4.85
State Mut...	4,136,459	2,768,950	6,905,409	1.09	1.65
Teachers...	376,011	437,351	813,362	1.22	1.19
Travelers...	26,507,818	62,749,926	89,257,744	3.07	3.99
Union Labor...	160,630	507,863	678,493	5.12	6.93
Un. Cent...	10,675,644	6,867,779	17,543,423	1.63	3.16
Un. Mut...	1,056,180	2,891,476	3,947,656	3.85	4.84
Un. Ben...	1,033,975	31,491,023	32,524,998	13.4	13.8
U. S. Life...	827,354	2,897,270	3,724,624	5.13	6.84
Victory Mut...	167,262	39,147	206,409	2.09	13.66
1943 Total...	\$587,278,322	\$779,519,253	\$1,366,797,575	1.91	...
1942 Total...	\$862,506,922	\$889,873,124	\$1,753,831,639	...	2.51



## Widespread Changes Covered in 1944 Little Gem Chart

### New Edition Provides Answers to Many Questions Faced by Agents

Handy, up-to-date answers to all types of questions pertaining to rates, contracts, values, options, costs and financial standings are provided in the new 1944 Little Gem Life Chart, just off THE NATIONAL UNDERWRITER press. Widespread changes have been made in many of the important subjects covered by this popular reference work, now in its 42nd annual edition. The surprising amount of change in just one year is emphasized by the fact that some 415 of its pages contain changes from last year's issue. In addition to numerous changes in rates, dividends, and options there are many entirely new contracts designed for current conditions.

Among the several features of the new Little Gem is its exclusive showing of the incomes payable under settlement options, which cover not only current issues but also issues of past years, going back to 1910, thus covering practically all life insurance in force today. These tables also illustrate the changes in recent years in the direction of conservatism—lower interest rates, lower incomes, etc., and are extremely helpful in programming.

### War Clause Data

Other features of the Little Gem of special interest include its up-to-date treatment of war clauses and of National Service Life. The new Little Gem contains much of the very information an agent is likely to need in servicing clients on these wartime problems. Its illustrations of social security benefits have proved themselves over several years as very popular because of the clear picture they give to the prospect of both his own situation at retirement and the provisions for his dependents.

In its 672 pages the Little Gem gives detailed information on some 170 companies. Special sections are devoted to the details of juvenile insurance, industrial, annuities—both retirement and immediate—savings bank insurance, a broad exhibit of the financial and operating reports of some 225 companies for a four year period, and a "value interchange" table showing the relationship of cash values and paid up values. Included also are illustrations of the many important business building uses of the Little Gem such as arousing cold prospects, selling people who have enough, closing procrastinators, avoiding competition, building prestige, in programming, supplementing social security, etc.

### Policy Provisions Covered

More than 500 pages are devoted to the policy provisions and practices, premium rates, cash values, including those at the retirement ages. Details are given on settlement options and the incomes payable by retirement values, dividends and net costs, totals and averages, dividend histories and showings of accumulations and additions. Dividends on term and paid up contracts are also given in this section, all of which is carefully indexed in the table of contents.

Each section of the Little Gem has been designed primarily to help the agent get favorable results with the prospect and careful study has gone into each type of illustration to make it easy

## Biddle Cancels Insurance Date with Life Counsel

Attorney General Francis Biddle, who was scheduled to address the meeting of the Association of Life Insurance Counsel in New York May 9-10, has been compelled to cancel that engagement because of a shift in the dates of a previous engagement. If time permits and if the U. S. Supreme Court has then rendered its decision in the pending commerce cases there will be an informal round table discussion of those cases and the decision under the leadership of Berkeley Cox, associate counsel of Aetna Life.

Topics of the speakers, who were previously announced, are now made known. John Barker, Berkshire Life, will talk on "Sawing the Procrustean Bed in Two"; Byron Clayton, Metropolitan Life, "The American Title Association Revised Forms of Mortgage Policies"; G. R. Morrison, National Fidelity Life, "Validity of Agreements for Adding Unpaid Interest to Principal of Policy Loans"; Irving T. F. Ring, State Mutual, "Counsel and Agent"; S. C. Smith, Jr., Prudential, "Improving the Administration of Justice in the Administrative Process"; Bruce E. Shepherd, Life Presidents Association, "Some Observations on the Standard Non-Forfeiture and Valuation Legislation."

to understand and to use. Advance orders for the Little Gem are now being delivered in sequence as ordered. Single copies sell at \$2.50 each, three to five copies at \$2.25 each and six to 99 at \$2.00 each. All prices are based on the number of copies ordered for shipment at one time. Additional orders should be addressed to the Statistical Division of the National Underwriter Company, 420 East Fourth street, Cincinnati 2, O.

## Franklin Leader

Striving to reach his goal of \$1,000,000 of paid-for business in 1944, Paul B. Sass of the Wisconsin agency of Franklin Life, St. Louis, got off to a good start by leading the entire sales organization for the first quarter with a personal volume of nearly \$200,000. During the March anniversary month he produced over \$100,000.



Paul B. Sass

Mr. Sass has been in life insurance just a little more than two years. Last year he finished among the 10 leaders with a volume of nearly \$325,000.

## Employee Insurance Big Topic at Buyer Parley

At the spring conference of the insurance section of the American Management Association at the Hotel Commodore, New York City, May 8-9, one of the most important sessions will be on employee insurance—group life and pensions; health, accident and hospitalization; trustee plans, etc. The session will be opened with some introductory remarks by R. A. Hohaus, associate actuary Metropolitan Life; N. E. Horelick, director group annuities, Equitable Society; E. B. Whittaker, second vice-president Prudential; and E. B. Gardner, second vice-president Chase National Bank. W. F. Lund, insurance manager U. S. Rubber Co., is vice-president in charge of the insurance section.

## Continuation of FHA Loans Is Urged by Meredith

### National Life's Good Experience Analyzed—Separate Housing Projects

SAN ANTONIO, TEX.—The restoration of the Federal Housing Administration to its independent status as an agency for insuring mortgage loans after the war was recommended by L. Douglas Meredith, vice-president and finance committee chairman of National Life of Vermont, before the Texas Mortgage Bankers Association's annual meeting here. Although FHA's Title VI loans for war housing have been an important war production contribution, Mr. Meredith believes that after the emergency has passed subsidized low-cost housing projects should be separated from FHA's sound home financing program started in 1935.

National Life of Vermont, a pioneer investor in FHA loans, has had very favorable experience with a loss of only .6% of income received and .07% of loans purchased, assuming no redemption value on certificates of claim. "This experience makes a most favorable comparison with other types of investments over the last decade," Mr. Meredith pointed out.

### Experience on 27,494 Loans

Since 1935 National Life has bought 27,494 FHA loans totaling \$157,759,175 and it now owns 22,716 amounting to \$114,905,791. There have been 56 foreclosures amounting to \$3,518,095 on which \$51,288 cash has been received, \$3,312,250 debentures and \$109,715 claim certificates received. There are, as of March 31, 88 in the process of being foreclosed amounting to \$335,439. It is possible that something may be realized on the \$109,715 in claim certificates, Mr. Meredith said, although "we do not count on it." On eight foreclosures the properties were sold instead of exchanging them for debentures at a loss of \$495.

In nine years \$17,858,000 net interest has been received while losses, including interest from date of default to date of foreclosure and foreclosure costs, amounted to \$110,210.

### War Housing Participation

National Life has purchased \$43,679,146 Title VI war housing loans and has \$30,000,000 outstanding commitments for the purchase of additional securities of this type as of March 31.

In endorsing FHA loans as an investment, Mr. Meredith pointed out that they provide investors with an attractive rate of return and at the same time assist people to provide their own social security. Although the margin between the value and mortgage during the early years is small and might abruptly shrink or disappear, this is offset by the credit strength of the borrower which is closely checked in advance, plus the growing resources of the FHA insurance funds and the government guarantee behind debentures. The establishment of common standards for FHA loans has increased their marketability. There is a ready market for debentures and the fact that they can be used to pay mortgage insurance premiums helps maintain the market.

The FHA plan provides a financial pattern for the buyer and its soundness is confirmed by the fact that the majority of the few foreclosures have re-

(CONTINUED ON PAGE 16)

## Not Less Protection

A Cashier in one of our agency offices tells of a policyholder who came in to explain that he had \$6,500 of insurance and wanted to drop half of it. The reason was that his son had gone into military service, and he figured that because of the son's government insurance the father needed now to protect only the mother.

"Of course," says our Cashier, "what he really meant was that he wanted to cut down on his premium outlay. He was paying \$100 a year and wanted to halve that. I asked him if it would help him if we could arrange to cut down the premium for the next couple of years. He agreed and we were able to fix it.

"The answer was to be found in the fund of accumulated dividends which could be used to reduce the premium outlay for a while.

"This gave him what he really wanted, which was to pay smaller premiums at this time. But it also kept his full insurance in force."

It is very seldom that a man who has life insurance protection really wants less of the protection.

\* \* \*

## THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY  
Chairman of the Board

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

## May Delay Action on States Rights Bill

WASHINGTON—Further delay in consideration of the insurance states rights bill is seen as probable in view of the absence from Washington of Senator McCarran, Nevada, chairman Senate judiciary committee and subcommittee handling the bill. He is not due back here until about May 1, having a reelection campaign on this year.

To some observers it looks as though no action may be had before the fall. It is pointed out that the national political convention season begins before long. Members of Congress are greatly interested in developments in this respect. Many of them will be attending the national conventions. Meanwhile, before and after, there are other political conventions, state, district and what not; primary elections and campaigns, etc., to distract the congressional attention from such abstruse questions as government regulation of insurance, anti-trust law amendment, states rights, etc.

At the Senate judiciary committee it is learned that there may not be further hearings on the Bailey-Van Nuys bill, although Senator O'Mahoney, Wyoming, has suggested the subcommittee should hear from aviation insurance in-

terests, Interstate Underwriters Board, National Board of Fire Underwriters, and possibly others.

It is rumored that aviation insurance interests may wish to get some additional data into the record of the Senate committee hearings.

## Former St. Louis Company's Stockholders Lose Case

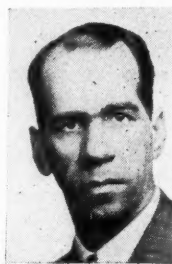
ST. LOUIS—The action of the United States Supreme Court in refusing to review a Missouri supreme court decision which awarded to Kansas City Life the \$100,000 balance of a special fund allotted to the Missouri department to pay certain expenses and contingencies in connection with the reinsurance of the old Continental Life of St. Louis has apparently wiped out most of the chances of the stockholders of the St. Louis company for salvaging anything from the wreckage.

They had claimed that the \$100,000 balance in the special fund should be awarded to the stockholders of Continental rather than to Kansas City Life. The Missouri supreme court in awarding the fund to Kansas City Life, to be placed in the Continental Life fund for benefit of policyholders, held that it would be inequitable for the stockholders to receive the fund.

## Hulse Agency Assistant of Continental American

George F. Hulse has been appointed agency assistant by Continental American Life of Wilmington, Del. He will devote the larger part of his time to assisting P. H. Yeoman, superintendent of agencies, in the recruiting and training of new men.

For the last six years Mr. Hulse has been in the sales end of the business, doing selling, supervisory work and agency management for Phoenix Mutual Life. Before that for some time he was connected with General Electric. He has assumed his new duties.



George F. Hulse

At the annual meeting of the Women's Club of the home office of Mutual Benefit Life, Alice Greenwood was elected president; Mildred Thompson, vice-president; Leah Crelin, treasurer; Eleanor Hines, secretary.

## Trust Income Not Taxable to Husband

WASHINGTON—The U. S. tax court has given a decision for the taxpayers in consolidated proceedings in W. C. Cartinhour, vice-president and secretary of Provident Life & Accident, and wife Kathleen vs. Commissioner of Internal Revenue.

Husband and wife joined in creating a trust for benefit of their children, the husband contributing non-income-producing insurance policies in Provident Life & Accident upon his life and the wife contributing income-producing properties, including stock in that company. The income, though not specifically required to be so used, was applied to payment of premiums upon the policies.

These policies were two for \$50,000 on Mr. Cartinhour's life. Mrs. Cartinhour contributed 660 shares of 7% employees' participating preferred stock of that company, out of 1,200 shares her husband had previously given her. Those 1,200 shares represented about one-third of his holdings at that time.

The commissioner included the income of the trust in the gross income of both husband and wife. Income tax deficiencies totaling \$6,030 were involved. Tax court held the income is not taxable to the husband under section 22(a) Internal Revenue Code; that the income is not includable in the husband's gross income under other sections of that code, since he was not the grantor of the property which produced the income; but that the income is includable in the wife's gross income, inasmuch as it could have been used to discharge her obligation under the laws of Tennessee, to support her children.

The court found Mr. Cartinhour contributed in 1937, \$3,000 U. S. Treasury bonds for the purpose of converting one of the insurance policies into another more desirable one. The trust income has been primarily from dividends on the insurance stock. In 1942 Mr. Cartinhour resigned as one of the trustees.

A dissenting opinion says that the 1936 act provides that where any part of the income of a trust is applied to payment of premiums on policies on the life of the grantor such part shall be included in computing net income of grantor. Says the dissent:

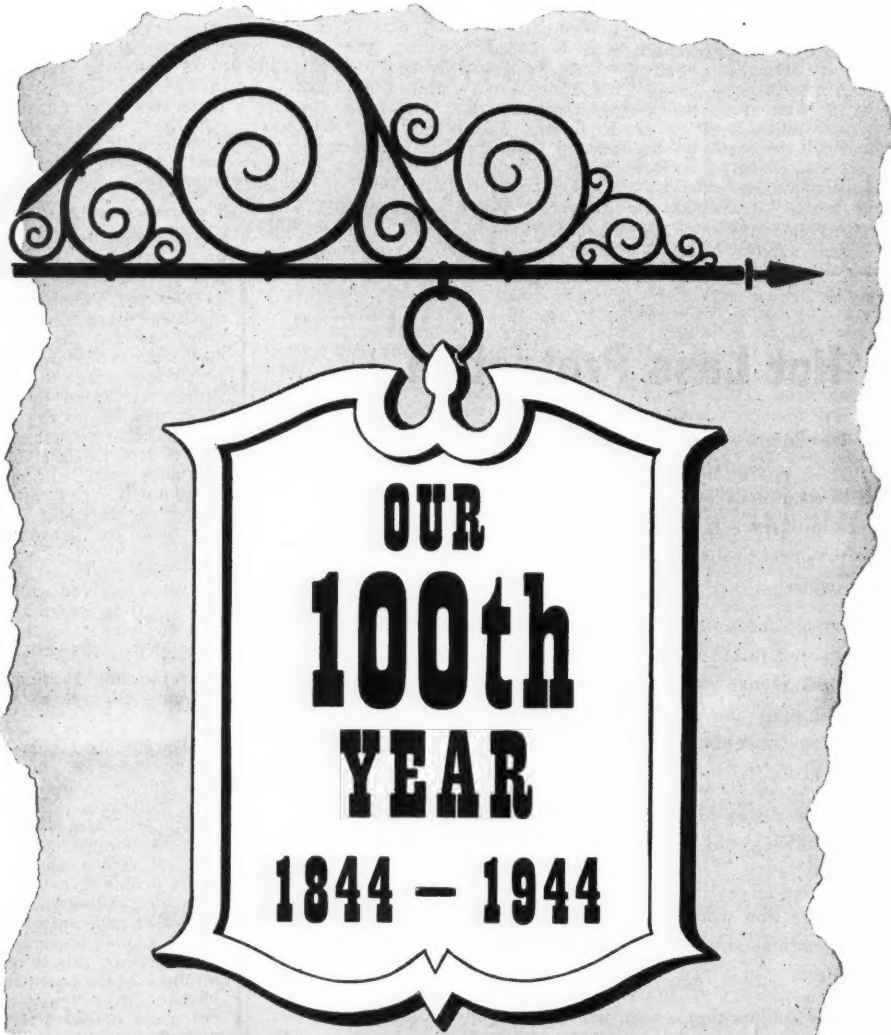
"This is now interpreted in the court's opinion to apply only to a case where the part of the trust income so used is derived from property contributed by the insured. I think this is an unwarranted restriction which defeats the obvious intent of the statute and provides a plain loophole."

The majority opinion pointed out that since the case was submitted Congress has amended the law to a limited retroactive effect and the court "assumes" that the parties will be able to agree upon the application of the new legislation.

## Century Club Has 818 Members

The Century Club, an organization of John Hancock district agents producing \$100,000 or more of ordinary a year, now has 818 members, writing an average of \$159,000 annually. Five years ago the membership of this group consisted of 300. Present objective of the club is defined by the slogan, "At least 1,000 qualified members for 1944."

Miss Emma L. Hukill of the P. G. Young agency of Metropolitan Life has been nominated for president of the Business & Professional Women's Club of San Francisco. Mrs. Katherine E. Howe of Swett & Crawford is nominated for vice-president and Mrs. Kathryn A. Maloney, formerly with Swett & Crawford, for secretary. Miss Hukill will succeed Mrs. Genevieve F. MacLaver, manager of the women's division of Equitable Society.



*A Century of Shelter from Financial Storms*

**State Mutual Life Assurance Company**

OF WORCESTER, MASSACHUSETTS, INCORPORATED 1844



## War Department Eyes Pension Plans

WASHINGTON—The War Department reports through the office of fiscal director that underwriting standards for programs providing retirement benefits to employees of cost-plus-a-fixed-fee contractors with the government "are not yet ready for promulgation."

However, the department's insurance division is reported to have submitted recommendations concerning such requirements in particular cases.

While these are said to vary with respect to individual contracts, it is reported that they are based on the general idea of getting coverage as cheaply as practicable, from the government point of view, and setting up safeguards against contractors making a profit out of operation of pension, annuity or retirement plans.

The theory is understood to be under development in the war department insurance division's recommendations, that the entire employer's contribution cannot be reimbursed by the government as a contract cost unless provision is made under a pension or retirement plan to get back the employer's contribution with respect to employees disassociated with the contractor.

Otherwise it is pointed out the employer might build up a sizable fund from reimbursed non-retained contributions, representing profit, or which he could invest and from which he could derive income.

It is claimed that war department cost-plus-a-fixed-fee contracts are always adjustable until terminated, so that government interests can be safeguarded until that time, with respect to the cost of contractors' retirement plans.

involved, either direct or through reinsurance, and such a possibility was strongly discounted by H. J. Johnson, president of the Institute of Life Insurance.

The article states that "British investigators" have uncovered vast hoards of cash, securities, and life insurance policies cached in various countries by high Nazi leaders as nest eggs for a rainy day. Reich Marshal Hermann Wilhelm Goering has \$4,000,000 life insurance "with American, Swedish, Dutch and Swiss concerns," according to the article. Other leaders are listed with the following amounts: Dr. Paul Joseph Goebbels, propaganda minister, \$1,865,000 on him-

self and \$2,490,000 on his wife; Joachim von Ribbentrop, foreign minister, \$6,676,000, including \$5,665,000 on himself, \$720,000 on his wife, and \$190,000 on his son; Heinrich Himmler, Gestapo chief, \$637,500; Rudolf Hess, deputy Nazi party leader, now a prisoner in England, \$1,962,500; Robert Ley, labor front leader, \$841,000.

M. Jay Racusin, the author, has been with the "Herald-Tribune" 20 years. He worked six months on his article.

### Bankers Life's War Losses

War losses on 38 lives, representing \$85,508 in life insurance, were paid by

Bankers Life of Des Moines in the first quarter of 1944. War deaths among policyholders are at about the same rate as in 1943 but a much higher proportion is now being reported from overseas. Of the 38 deaths only nine were in the United States. Three involved failure of men to return from flying missions.

### L.O.M.A. Spring, Annual Parleys

The Life Office Management Association will hold its spring conference May 26-27 at the Hotel Netherland Plaza in Cincinnati. The annual conference dates are Sept. 25-27 at the Hotel Statler in Boston.

\$ 5256.56  
+ 2516.34  
-----  
\$ 7772.90

...and We Bragged Last Year!

## Fuller Questions Adequacy of Social Security Setup

DETROIT — Questioning whether social security is either social or security for those whom it covers, M. G. Fuller, vice-president and actuary of State Farm Life, attacked the setup of the government program before the Michigan Actuarial Society, with W. C. Conley, actuary Michigan Hospital Service, presiding.

Mr. Fuller questioned whether the public would be well enough "sold" on the social security program as it now stands so that the younger generation some years hence will submit willingly to the heavy taxation that will be necessary to support total benefits, which by then will have increased greatly. He also questioned the adequacy of the benefits at their present level, even though it is doubtful whether the public at large can afford higher benefits.

He expressed some doubt as to whether the benefits are truly social when such a high proportion of the total population is specifically excluded from its coverage. "Why," he asked, "is social security desirable for the steel worker but not for the railroad worker or the farmer?"

Mr. Fuller pointed out that he was raising these questions not for the purpose of answering them, but merely to stimulate discussion. A lengthy open-forum discussion was held, but no formal action was taken.

## Discount Story of Nazi Policies in U. S. Insurers

NEW YORK—An article in the "New York Herald-Tribune" which credits various Nazi leaders with the ownership of large amounts of life insurance, some in American companies, was read with interest by life insurance people, but the possibility of such insurance in American companies is discounted. Not a single home office asked about the matter considered it likely that any American companies would be in-

We really thought we had something to brag about when the hundred leading Franklin representatives averaged earnings of \$5,256.56 for the year 1942. We were almost equally proud of the fact that the entire agency group whose earnings we reported to the commissioner of internal revenue, averaged \$3,598.08.

But look at what happened in 1943!

Our leading hundred representatives increased their average earnings to a startling \$7,772.90—an increase per man of \$2,516.34 over the previous year.

And the entire agency group, whose earnings for last year were reported to the commissioner of internal revenue, averaged \$3,982.00.

Perhaps these unusual figures—made possible by our modern and highly salable policy contracts—explain why the Franklin sales organization is such an enthusiastic, contented group.



*The Friendly*  
**FRANKLIN LIFE INSURANCE COMPANY**

CHAS. E. BECKER, PRESIDENT

SPRINGFIELD, ILLINOIS

DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America

Insurance in Force Exceeds \$250,000,000.00

## Twentieth Place...

During 1943, this Company moved up two places to rank 20th among all Companies on total life insurance in force.

Congratulations to our field organization whose efforts had so much to do with bringing this about.

*The*  
**NATIONAL LIFE  
AND ACCIDENT  
Insurance Company, Inc.**



### Birmingham Plan's Author to Speak at Round Table

J. Frank Rushton, Jr., Birmingham, president Birmingham Chamber of Commerce and vice-president National Association of Ice Industries, will be the opening speaker May 19 meeting of the Southern Round Table of the Life Insurance Advertisers Association at Roanoke. He will speak on the "Re-conversion of America for Peace" and on what may be expected after the war in the way of government, taxation, and cost of living. He is an outstanding sales promotion executive, president of several Birmingham corporations and author of the "Birmingham plan," under which Birmingham top executives interview discharged service men and find them jobs. Mr. Rushton is a brother of Col. William J. Rushton, president of Protective Life.

James R. Adams, assistant secretary Liberty National Life, is round table chairman.

#### Theme of Round Table

The theme of the round table will be "Arming for Peace." Practical suggestions for post-war recruiting, training, and prospecting problems will be discussed. "After the war, the life insurance business must face powerful competition in the recruiting of field workers," Mr. Adams stated in the announcement. "Industry will offer the inducement of immediate compensation and adequate training. We must meet that competition. Also, the competition for the buyers' dollar in the post-war markets will be stiffer than ever before. As trustees of the public future, we must arm for the greatest encounter in life insurance history. The round table program has been built with this in mind."

Henry E. Thomas, vice-president of Shenandoah Life, is arrangements chairman. Mr. Adams expressed appreciation for the generous assistance of Shenandoah Life, as a member company and host to the convention.

### Approve Endowment at 85 Under 5% Rule

WASHINGTON—The internal revenue bureau has amended its ruling regarding salary stabilization insurance and pension benefits by adding to the first paragraph of the commissioner's instructions to revenue officials, collectors No. 5607, the following:

"An endowment at age 85 policy will be deemed to be an ordinary or whole life policy which does not provide for cash surrender or loan value, or both, amounting to a large percentage of the premiums paid, within the meaning of section 1002.8 of Treasury Decision 5186 and section 1002.8 of Treasury decision 5295."

This refers to the provision that insurance purchased by the employer for the employee under the regulation that such a payment up to 5% of salary does not constitute a salary increase shall be of no higher reserve type than ordinary or whole life. The amendment doesn't provide comfort for those who have been seeking approval of endowment or limited pay forms, since endowment at 85 is simply the ordinary life contract of a number of companies.

#### Eight Round Table Members

Eight representatives of Jefferson Standard Life are qualified members of the 1944 Million Dollar Round Table. They are: E. Frank Andrews, Greensboro; E. H. Bachschmid and T. A. Proctor, Washington, D. C.; W. L. Brooks, manager at Charlotte, N. C.; J. T. Comer, district manager Gastonia, N. C., and Ray S. Peters, manager, J. C. Dolan, supervisor, and J. L. Norman of Denver.

### Retirement Policy of Which Employer Retains Control Not Deductible as Expense

WASHINGTON—On a retirement policy taken out by an employer and providing for an annuity for an employee, premiums paid were held by the U. S. tax court not to be "ordinary and necessary expense" of business, in Wilcox Investment Co. v. Commissioner of Internal Revenue.

The company, 1938-40 inclusive, paid premiums on a policy taken out in 1934 providing for the annuity to begin in 1945. "Under the policy and an endorsement thereon," says the court, "the employee had no rights therein prior to 1945, and the petitioner could until 1945 surrender the policy for tabulated cash values, borrow on it, and receive death benefits in case of the death of the employee."

The case involved redetermination of income tax deficiencies of \$293 for 1938, \$150 for 1939, and \$271 for 1940.

The employee was to receive an annual pension upon reaching age 60. The company retained control of the reserve set up to meet such payments, the court pointed out, until 1945.



★ AMONG THE MANY, MANY LETTERS COMING TO US THESE DAYS IN COMMENDATION OF THE WONDERFUL JOB MR. RUST HAS DONE IN HIS "FINANCIAL SECURITY FOR YOURSELF AND YOUR DEPENDENTS," THE FOLLOWING LETTER FROM ANDREW H. THOMSON, A. D., NEW YORK LIFE, YOUNGSTOWN, IS TYPICAL.

"EVERY NOW AND THEN something so outstandingly good hits the market that I am jarred forth to acknowledge it with sincerest thanks. To you and Mr. Rust should go the blessings of the life insurance fraternity for 'Financial Security for Yourself and Your Dependents.'"

"It seems to me that in these 40 pages, Mr. Rust has pointed the way for the next 10 years in this business. The book properly used by every competent underwriter should be worth \$100,000 to him in commissions in the next 10 years."

THE WORK IS TRULY MONUMENTAL, trailblazing, pioneering. Sent to our members with the April "Management Plans," it has already made history in the brief three weeks since its release.

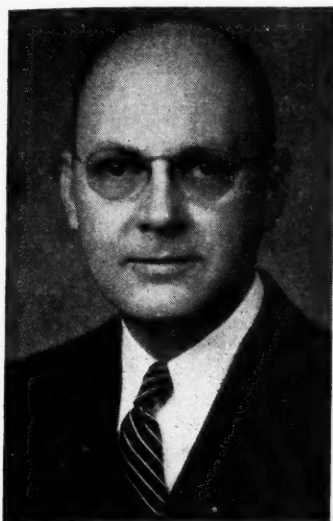


PAUL SPEICHER  
Managing Editor

**THE INSURANCE  
RESEARCH & REVIEW SERVICE  
INDIANAPOLIS**



## Supervises Three States for Occidental Life



H. SMITH HAGAN

H. Smith Hagan has been appointed home office supervisor for Missouri, Nebraska and Iowa of Occidental Life of California. He has been district superintendent of Prudential at St. Joseph, Mo., and has 15 years of production and supervision experience for that company. He will make his headquarters in Kansas City.

## Chicago Ready for Joint Meeting

Life men of Illinois are gravitating toward Chicago this week-end to attend the annual meeting of the Illinois Association of Life Underwriters Friday and the annual sales congress of the Chicago Association of Life Underwriters Saturday.

The state meeting with President W. B. Buckley of Mt. Vernon presiding, will precede a managers conference sponsored by the Life Agency Managers of Chicago, to be held in the afternoon with a fine program of speakers. A good-fellowship hour will follow, and then the annual state dinner Friday night.

The congress, to run all day Saturday, offers a splendid program of talks by outside speakers and also a corps of successful Chicago agents. R. R. Reno, Jr., agency manager Equitable Society, will preside in the morning session and Louis Behr, association president, in the afternoon.

## A. L. C. Committee Heads Are Named by McLain

Committee chairmen of the American Life convention have been announced by President James A. McLain, president Guardian Life, as follows:

Actuarial, Walter O. Menge, second vice-president Lincoln National Life; agents and agencies, W. F. Winterble, agency vice-president Bankers Life of Iowa; aviation, J. E. Hoskins, assistant actuary Travelers; blanks, Wendell P. Coler, vice-president and actuary American United Life; credentials, P. L. Alexander, president LaFayette Life; departmental supervision, Ray B. Lucas, general counsel Kansas City Life; finance, L. D. Cavanaugh, president Federal Life; grievances, H. G. Royer, president Great Northern Life; investment and investment law, Morton Boyd, president Commonwealth Life; medical examinations, Donald B. Cragin, medical director Aetna Life; membership, J. Howard Oden, vice-president North American Reassurance; next annual meeting, H. S. Wilson, president Bankers Life of Nebraska; program, Laurence F. Lee, president Peninsular Life; public relations, Ralph R. Lounsbury, president Bankers National Life; resolutions, John E. Reilly, president Old Line Life of America; taxes, James A. McLain, president Guardian Life; total and permanent disability, H. C. Reeder,

vice-president and actuary Continental Assurance; under-average lives, Otto J. Burian, vice-president and actuary General American Life; uniform laws, Robert E. Henley, executive vice-president Life of Virginia; valuation of assets, F. W. Hubbell, president Equitable Life of Iowa; policy valuation and non-forfeiture, T. A. Phillips, president Minnesota Mutual Life; tax coordination, C. G. M. Wynne, Inspector of taxation Sun Life of Canada; wage and hour, B. M. Anderson, counsel Connecticut General Life; war manpower, Byron K. Elliott, vice-president and general counsel John Hancock Mutual Life; investment research, E. A. Camp, Jr., vice-president and treasurer Liberty National Life; social security, A. J. McAndless, president Lincoln National Life; pending federal legisla-

tion, Mr. Elliott; war settlements, Valentine Howell, vice-president and actuary Prudential; industrial section, Frank P. Samford, president Liberty National Life; insurance regulation, Berkeley Cox, associate counsel Aetna Life.

## Next Zone 4 Meeting in Pierre

LANSING, MICH.—The fall meeting of Zone 4 commissioners will be held in Pierre, S. D., probably late in September. At the meeting here Commissioner George Burt of South Dakota extended an invitation, which was accepted. Viehmann of Indiana, zone chairman, will select the exact dates.

At the final business session here a

report was submitted by the chief examiners, favoring a number of technical changes in examination blanks.

## Reaches 1,000-Week Mark with Pacific Mutual

Cesare Maraccini, Madera, Cal., has completed his 1,000th week of consecutive weekly production with Pacific Mutual and has qualified as a member of the Big Tree Top-Stars, highest honor group in Pacific Mutual.

Avoid competition by having the facts in advance. Get the new **Little Gem**. \$2.50 singly from National Underwriter.

## NEW LIFETIME PLAN

## FOR COMPENSATING FIELD UNDERWRITERS

*"a most significant accomplishment"*



Flitcraft • Incorporated  
OAK PARK • ILLINOIS

March 13, 1944

"Your introduction of the Mutual Lifetime Plan for compensating field underwriters is a most significant accomplishment. You have brought to fruition an incentive arrangement which is certain to yield quality business with your payment of service fees, efficiency income, and retirement allowances to career agents. My congratulations."

J. Roger Hull  
Mutual Life  
New York

*J. Roger Hull*

## THREE NEW SOURCES OF INCOME NOW OFFERED CAREER UNDERWRITERS

Mutual Life developed the new Lifetime contract to provide increased compensation for the quality producer who seeks a real career in life insurance. It provides larger and more stable income for the career underwriter. It makes Field Underwriting a dignified and remunerative profession, with compensation worthy of professional efforts, but does not increase the costs to policyholders. A Lifetime contract rewards career underwriters for quality and persistency of business,

as well as for volume. It provides three new and added sources of income over and above all commissions:

1. *A service fee*, paid annually on premiums after the 10th policy year.
2. *Efficiency Income*, based solely on the quality of salesmanship over a period of years.
3. *Liberal retirement income*, after 60.

## THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

"First in America"



Lewis W. Douglas, President

34 NASSAU STREET NEW YORK CITY

## Parkinson Acting Ill. Director

Nellis P. Parkinson, who has been appointed acting insurance director of Illinois due to the resignation of Paul F. Jones, has been with the Illinois department since March, 1941. He was originally appointed as assistant director and later he became chief deputy. He had been with Mutual Benefit Life in Decatur for 17 years before taking the state position. A native of Marion county, Ill., he has been a resident of Decatur 34 years and prior to entering the life insurance business was secretary and sales manager of the Mueller Fixture Co. at Decatur.

Mr. Jones took office Jan. 20, 1941. He offered his resignation several months ago but withdrew it temporarily at the request of Governor Green. He has felt that it was imperative that he return to his law practice, since his junior partners

are in war service. He served as United States district attorney at one time and then as city attorney of Danville and assistant state's attorney of Vermillion county. He is a member of the law firm of Lindley, Jones, Grant & Sabat at Danville.

Mr. Jones was a member of the executive committee of the National Association of Insurance Commissioners. He was chairman of the accident and health committee and he has taken particular interest in accident and health affairs, trying to put some restraints on mail order and radio insurers.

### Nebraska Institute Elects

At the annual meeting of the Insurance Institute of Nebraska in Lincoln, D. H. Pinkerton, assistant secretary Lincoln Liberty Life, was elected president and Robert L. Hughes, statistician Guarantee Mutual Life, secretary. This is an organization of life company men in Nebraska.

## Mecherle Heads Company Group on Arrangements for Commissioners' Parley

G. J. Mecherle, chairman of the State Farm companies of Bloomington, Ill., is the general chairman in charge of arrangements for the annual meeting of the National Association of Insurance Commissioners at the Edgewater Beach Hotel, Chicago, June 14-17. He was assigned to that position by Insurance Director Jones before he left office.

At a luncheon meeting in Chicago Tuesday attended by 40 company representatives and Acting Director Parkinson of Illinois and Arthur G. Smith, head of the Chicago office of the department, the committee setup was perfected.

Chairman of the reception and registration committee is George F. Manzelmann, president North American Accident; transportation chairman, Paul E. Keller, vice-president Benefit Association of Railway Employees; hospitality, James F. Ramey, executive vice-president Washington National; printing and program, Chase Smith, general counsel Lumbermen's Mutual Casualty; service, Rollin M. Clark, vice-president Continental Casualty and Continental Assurance; secretary-treasurer, A. W. Tompkins, superintendent of agencies of the State Farm companies; ladies committee, Lillian Herring, secretary Insurance Federation of Illinois, chairman, assisted by Marie Mead, assistant secretary Health & Accident Underwriters Conference, Joy Luidens, executive secretary Chicago Association of Life Underwriters.

The executive and finance committee will consist of the chairmen of the other committees. It was decided to charge a registration fee of \$10 per person for others than insurance department representatives.

Governor Green of Illinois will speak at the banquet, which will be held either June 14 or June 15.

### Minn. OK's Group Permanent

DES MOINES—Commissioner Johnson of Minnesota has approved a group permanent contract issued by Bankers Life of Iowa.

As in all such submissions, changes are often made in order to meet special requirements of state laws. This was the case with the group permanent contract filed in Minnesota. To clarify some of the requirements of the Minnesota laws, the attorney general was asked for an opinion. The group permanent contract was submitted with a few changes and this has now been accepted for filing as a group contract in Minnesota.

## Insurer's Fiscal Agency Wins Decision in United States Tax Court

WASHINGTON—The U. S. Tax Court has overruled the commissioner of internal revenue in the appeal of Pacific Northwest Finance Corporation. The commissioner had held that \$6,135 received by that company in 1940 from Pacific Northwest Life represented interest.

The tax court says it was not interest, but that it was gross income of the finance company, on a cash basis, in 1940. The commissioner held that the latter was a personal holding company subject to personal holding company surtax. The tax court says it was not such a company or subject to that tax; it was not required to file return as a personal holding company, and the commissioner erred in imposing a 25% penalty for failure to file such return.

The finance company in 1930 entered into a participating agreement with the newly organized mutual life company, chartered in Montana, by which the former agreed to advance funds during the insurance company's early years, for which assistance the latter agreed to pay the finance company 2% of its gross annual premiums during a period of 16 years. During 1940, it was found, the insurer made payments to the finance company under the contract, most of which represented the 2% on premiums collected in prior years. Practically all the \$15,674 advanced by the finance company had been repaid by Pacific Northwest through 1940, but the 2% continued to accrue, the participating agreement still having several years to run.

### Harrington's Third Term

In reporting that Commissioner Harrington of Massachusetts had been re-nominated for a new term of office, the statement was incorrectly made that it is a five-year term, whereas it is three years. Assuming that Mr. Harrington's nomination is confirmed by the governor's council this week, he will be entering upon his third term as Massachusetts commissioner.

### 15-Year App-a-Week Men

L. A. Wood and H. R. Lindenberg have been honored by Ohio National on their record of 15 years of continuous membership in the app-a-week club. Mr. Wood is manager at Springfield, Mo., and Mr. Lindenberg is located at York, Pa. He led the field of Ohio National for the first quarter of this year.

# PROCEEDS OF LIFE INSURANCE

Financial statements of many life insurance companies feature the total amount of the money paid to beneficiaries. Back of these somewhat impressive, yet, cold figures, there is a wealth of human pathos which, when told, would be a saga of human endeavor.

The Life Underwriters, with even a few years of sales experience—and certainly those gray-haired veterans of many years of service—know full well that but for their patient insistence only an unbelievably small amount of those enormous figures—"total payments to beneficiaries"—would have been paid.

The Company Executives know full well that the permanence of a life insurance company's organization also has made possible these tremendous figures—"the yearly total payments to beneficiaries and policyholders."

Thus, as the many years of life insurance service of the Great Southern Life pass into history these "guaranteed payments" become increasingly more significant—they reflect the persistent, patient efforts of Great Southerners as they persuade friends to assure their families' future economic security through the services of this Company.

Through the years to come, as in the past, we look with pride and confidence to the future and with faith in our land. Ours is a privilege to serve.



## GREAT SOUTHERN LIFE INSURANCE COMPANY

L. S. ADAMS, PRESIDENT  
HOME OFFICE: HOUSTON, TEXAS

## GLOBE LIFE INSURANCE COMPANY OF ILLINOIS

Offers Illinois Agents  
Exceptional Agency Opportunity  
VERY ATTRACTIVE CONTRACTS

COMPLETE LIFE INSURANCE  
COVERAGE—AGES 0-60

Excellent Line of Juvenile Policies  
FULL BENEFIT AGE 5

For Particulars Write Home Office—Address Since 1895  
431 South Dearborn St., Chicago, Illinois  
WM. J. ALEXANDER, PRESIDENT



## West Virginia Record for 1943 Is Set Forth

The West Virginia department has prepared the following exhibit of ordinary insurance in force in the state as of Dec. 31, 1943 of companies with \$10 million or more ordinary in force there and the change in amount of ordinary in force for the year, and also a table showing industrial in force of all industrial insurers and gain in industrial in force for the year:

### ORDINARY

Ins. in Force	12/31/43	Change
Prudential .....	\$51,815,967	\$3,842,973
Metropolitan .....	82,435,794	2,931,412
New York Life .....	57,519,823	2,229,554
Equitable, D. C. ....	14,785,848	1,765,774
Lincoln National .....	13,169,893	1,735,734
Western & Southn. ....	15,504,039	1,625,267
Northwestern Mut. ....	47,485,731	1,520,530
New England Mut. ....	12,990,589	1,441,348
Equitable, N. Y. ....	70,346,139	1,144,250
Shenandoah .....	11,027,124	1,000,404
Reliance .....	12,975,291	800,544
Bankers, Iowa .....	11,109,238	707,638
Massachusetts Mut. ....	16,126,693	771,666
Sun, Canada .....	11,196,076	563,383
Home Life .....	14,578,985	561,186
Penn Mutual .....	22,375,480	426,997
Jefferson Standard .....	14,447,045	421,496
Conservative .....	11,215,625	387,290
John Hancock .....	30,474,143	351,868
Acacia Mutual .....	13,272,453	210,049
Mutual, N. Y. ....	22,269,315	-51,538
Mutual Benefit .....	13,179,058	-84,905
Travelers .....	15,680,296	-92,359
Aetna Life .....	11,258,460	-95,341

### INDUSTRIAL

Peoples Life .....	\$38,634,710	\$5,914,074
Equitable, D. C. ....	30,741,962	2,308,875
Metropolitan .....	60,828,113	1,889,781
Western & Southn. ....	22,074,463	1,375,609
Life of Virginia .....	6,333,312	1,031,305
Prudential .....	40,703,884	783,530
National Life & Ac. ....	4,393,050	545,684
Kentucky Central .....	3,930,399	486,384
Commonwealth .....	5,830,214	420,227
Supreme Liberty .....	2,737,973	343,619
Amer. Home Mut. ....	488,805	171,374
John Hancock .....	201,082	12,325

## Closed Circuit Broadcast for Omaha Companies

The annual birthday month sales campaign in honor of Dr. C. C. Criss, president, each April was started this year with a closed circuit broadcast in which Mutual Benefit Health & Accident field men from every state participated. Leo McManus, agency secretary, opened the broadcast speaking from Omaha. A quota of 10 "apps" for each salesman was set to be secured by April 10, and a quota of 35 for the full month.

The historical background of United Benefit Life and Mutual Benefit H. & A. was given by V. J. Skutt, general counsel. Next the governor of Nebraska gave an address.

H. C. Carden, superintendent of agents, and Sam Joseph, president of the Producers Honor Club, who led everyone last year as an individual producer with 3,000 individual sales, spoke.

Paul Banks spoke from Philadelphia on the possibilities of selling complete protection. During the program a sketch dramatized experiences of Dr. Criss selling disability coverages in Nebraska towns in the early days. A talk was made by C. L. Gurney, manager at Cincinnati.

In March Mutual Benefit had its largest production month on record, with the second largest production record for United Benefit. A total of 85,291 appli-

cations was reported for Mutual Benefit and 5,203 accident and health applications for United.

## Mosher Goes with Dawson

Thomas A. Mosher, formerly agent of Mutual Trust Life in the home office agency, then brokerage manager there and subsequently field assistant covering Ohio, Indiana and Michigan, has joined the Dave Dawson agency of Home Life of N. Y. in Chicago as an agent. In his first year as an agent of Mutual Trust, following experience as a clerk in the agency department, then as assistant to the agency secretary, he paid for a minimum of \$10,000 monthly. He sold an average policy of \$4,000, and 75% of his business came from social security and program approach.

## Williams Heads Group on WAC Recruiting

Ben H. Williams, director of training of Mutual Life, has been designated as chairman of a life insurance committee to develop material to train WACs to conduct recruiting activities. This will consist of sales talks and a visual sales manual. Other members of the committee are Dudley Dowell, vice-president New York Life, and W. P. Worthington, vice-president of the Home Life. Osborne Bethea, Penn Mutual, is chairman of a committee representing the Life Managers Association of Greater New York.

Among those in the army who are taking a special interest in the program are Lt. Col. John F. Johns, formerly of the home office agency department of

Reliance Life; Lt. Col. Eric G. Johnson, former vice-president of the Penn Mutual, and Lt. Col. C. W. Campbell, former ordinary manager at Jacksonville for Prudential.

The schools for recruiters will consume about two hours a day and will run for several days. There will probably be eight or 10 schools in the east.

## Women Seek Goal of 100

Aiming at a goal of 100 members before Aug. 1, the executive committee of the Women's Quarter Million Dollar Round Table of the National Association of Life Underwriters, under the chairmanship of Elsie M. Matthews, general agent for Manhattan Life, Montclair, N. J., announces that to date 24 have qualified. Twelve are first-time qualifiers. The 1943 membership was 46.



# HARD TO PLEASE

A good life insurance agent likes nothing better than a "hard to please" client. He represents a challenge to the ability and the training of an underwriter who knows how to fit life insurance protection to the most exacting demands of the prospect. It might be said that our most successful agents are those with the greatest number of "hard to please" policyholders.

*John Hancock*  
MUTUAL  
LIFE INSURANCE COMPANY  
OF BOSTON, MASSACHUSETTS  
GUY W. Cox, President

EIGHTY-TWO YEARS IN BUSINESS . . . INSURANCE IN FORCE \$6,438,540,577 ON 7,000,000 POLICYHOLDERS

## GROUP SUPERVISOR

A large old multiple line Chicago Agency wants a man with extensive successful Group insurance experience to lead in the development of a Group Department to handle all group coverages and mass market sales including pension and salary allotment plans. He will work with brokers and on firm accounts. Reply by letter stating age, full details of experience and present income. All replies strictly confidential. Address V-66, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

## DISTRICT MANAGER WANTED

One of the major Life Companies, established in Colorado for over 75 years, has opening in Colorado Springs for District Agent—exclusive franchise — pension at 65—over \$3,000,000 in force in city. Write giving qualifications to V-73, The National Underwriter Company, 175 W. Jackson Blvd., Chicago 4, Illinois.

## EDITORIAL COMMENT

### Prevention of Cruelty to Audiences

The Business Development Office of the stock fire insurance business recently acceded to requests for permission to reprint extensive excerpts from its very popular booklet, "Effective Speech in Selling," which deals with public speaking. It is to be hoped that widespread use is made of this permission, for the insurance business has the reputation of being outstandingly addicted to listening to speeches and if their quality can be improved the benefits will be appreciated by what is in the aggregate a vast audience.

The difficulty with bringing about any great improvement in the quality of speeches that insurance audiences listen to is the fact that most speakers are sensitive about criticism and in the case of an exceptional man who would sincerely like to get an objective opinion about a talk he has delivered no member of the audience is going to assume that he can talk frankly and still not alienate the speaker forever.

Thus a man who might profit by criticism is effectively insulated against it, whether he wants to be or not. The result is that a speaker is in danger of getting an unwarranted opinion that he is charming his audiences when actually he is putting their politeness to a very severe test. This is particularly true of the man who is called upon to speak in spite of rather than because of his ability to make a good talk—the man who by his position in a company or association is frequently called upon and should have something worth while to con-

tribute. All too often his hearers have to sift through a depressing amount of excess verbiage to glean what he is really driving at. And frequently they are lulled into such a stupor by the non-essential passages that they miss the impact of the real message.

To the man who really wants the answer to the question, "How'm I doin'?" one course might be to distribute amateur or professional spies among the audience to listen to the sotto-voce cracks about his talk that one man makes to the next. A more practical alternative would be to apply to his own talks the check-list for speeches which the Business Development Office includes in its book. The questions are as follows:

Was the title brief, truthful and attractive?

Was the introduction sufficiently arresting to attract instant audience attention?

Was there evidence of careful preparation?

Was there a continuity from one point to the next?

Was the speaker's presentation supported by facts?

Was the speech presented in simple, direct, understandable words?

Was there a definite and firm conclusion?

Was there sufficient humor to make the audience smile occasionally?

Was the speech too long?

Was the speaker successful in accomplishing his purpose?

### Combining the Old and the New

Many life insurance companies, including some of the biggest, have shown a new and inspiring conception of the responsibilities of management in the life insurance business. They have not taken it for granted that they should go on just as they have gone on for many years. In some cases they have brought in new management, sometimes from outside the life insurance business. They have taken a new look at themselves and have not been afraid to recognize the necessity for change.

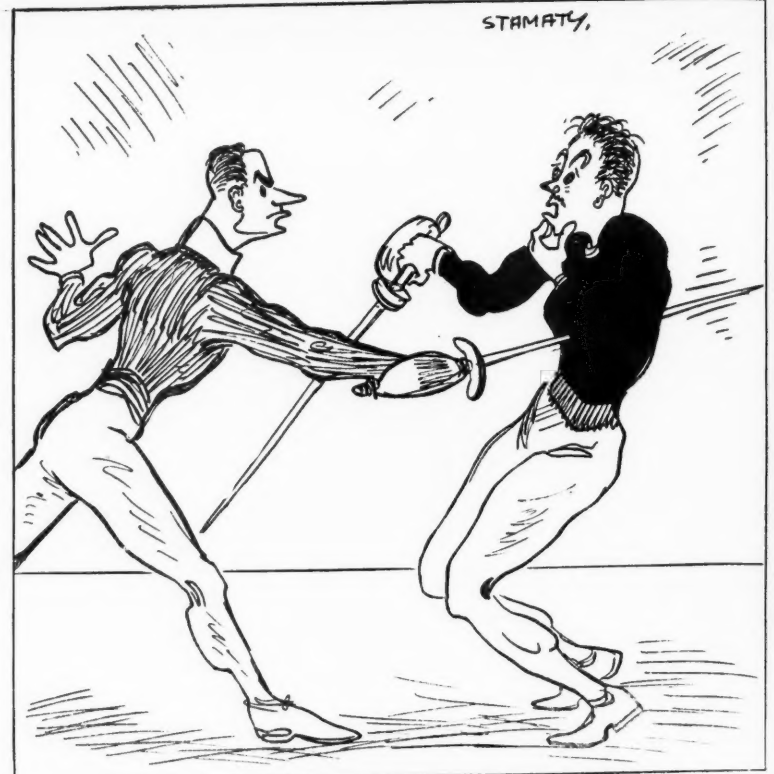
Probably the most notable action taken by a number of these companies which have been re-examining themselves has been their search for and employment of talent which has demonstrated efficiency in getting certain jobs done. They have not hesitated to go outside their own organizations to bring

in the new talent and what is far more significant, they have not hesitated to give some of these younger men a relatively free rein to ride or fall.

It is too early to appraise accurately the final result of all these changes, but it is certain that in several companies there is a new lease of life, all up and down the line, a better esprit de corps than has been present even in better times and a new feeling arising from representation not only of an old and tested institution but also of a live and aggressive company that is willing to face facts as they are.

A GOOD salesman can read a man's face as well as he can read the face of his watch.

AFTER seeing an imitation, you can appreciate the real thing.



"I JUST REMEMBERED. I FORGOT TO MAIL MY HOSPITALIZATION POLICY RENEWAL CHECK."

## PERSONAL SIDE OF THE BUSINESS

**Harold G. Saul, Los Angeles general agent of John Hancock Mutual, marked his 25th anniversary with the company. He started in Boston after serving with the navy in the first world war. He was appointed general agent in Los Angeles in 1925 after establishing a record as a personal producer and supervisor. The Los Angeles agency quickly rose to a place among the first 10 agencies of the company under his leadership. He is a past president of the California and Los Angeles association of life underwriters and the Life Managers Association of Los Angeles.**

**H. A. H. Baker, assistant general manager of Great-West Life, is visiting his company's west coast agencies.**

**Fred C. Becker, Seattle manager of Great-West Life and retiring president of the Seattle Accident & Health Managers Club, who was Republican nominee for insurance commissioner of Washington in 1940, has been elected president of the Young Men's Republican Club of King county.**

**Mr. and Mrs. William Waddle celebrated their golden wedding anniversary at Alhambra, Cal. Mr. Waddle is a veteran Occidental Life agent with the B. F. Dickson agency, Los Angeles. Vice-president V. H. Jenkins, who started in life insurance as a young man under Mr. Waddle's tutelage, was master of ceremonies.**

**C. C. Sinclair, assistant actuary of**

**Great-West Life, has completed 40 years with that company. He was appointed assistant actuary in 1919.**

**Harold A. Wood, Penn Mutual agent at El Dorado, Ark., has been presented the Silver Beaver, Boy Scouts' highest award for outstanding service for boyhood during a given year. He has served for 12 years as scoutmaster at El Dorado.**

**Fritz A. Lichtenberg, general agent of Massachusetts Mutual Life, has been chosen president of the Community Fund of Columbus, O. He has been active in the fund since 1923. Claris Adams, president of Ohio State Life, has been reelected a trustee.**

**R. A. Clark, recently named actuary of Farm Bureau Life of Columbus, O., joined its actuarial department in 1941. Before that, he was for five years consulting actuary with Haight, Davis & Haight at Omaha.**

**Vice-president A. E. Tuck of Equitable Society was guest of honor at a dinner April 14 marking the completion of 25 years with the company. About 150 home office people attended. Mr. Tuck went to Equitable from the army, where he was a major in the first war. Before that he was a lawyer in Rochester. As vice-president he has charge of home office administration.**

**William Montgomery, president of Acacia Mutual Life and member of the**

## THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York.  
EDITORIAL DEPT.: C. M. Cartwright, Editor. Levering Cartwright, Managing Editor.  
Editors: F. A. Post, C. D. Spencer.

PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO 4, ILL. Telephone Wabash 2704.  
Editor, News: Kenneth Force.  
BUSINESS DEPT.: John F. Wohlgenuth, President. Howard J. Burridge, Vice-President and Secretary. John Z. Herschede, Treasurer.

### BRANCH OFFICES IN KEY CITIES

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**BOSTON 16, MASS.**—944 Park Square Bldg., Tel. Hubbard 8696. R. E. Richman, Vice-Pres.

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**CINCINNATI 2, OHIO**—420 E. Fourth St. Tel. Parkway 2140. L. H. Martin, Abner

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**MINNEAPOLIS 2, MINN.**—500 Northwestern Bank Bldg. Tel. Geneva 1200. R. W. Landstrom, Resident Manager.

**NEW YORK 7, N. Y.**—99 John St., Room 1103. Tel. Beekman 3-3958. Editorial Dept.—R. B. Mitchell, Eastern Editor; George E. Wohlgenuth, Assistant Editor; Dorothy B. Paul, Editorial Assistant. Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

**PHILADELPHIA 9, PA.**—123 S. Broad Street, Room 1127. Tel. Pennypacker 3706. E. H. Fredrikson, Resident Mgr.

**SAN FRANCISCO 4, CAL.**—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Resident Manager. Miss A. V. Bowyer, Pacific Coast Editor.





Y.M.C.A. board of directors, was chairman of the committee on arrangements for the old timers reunion and dinner of the "Y" Central Branch in Washington Tuesday evening.

North American Life has completed a new business drive honoring Vice-president **Harry Kramer**, who is in charge of Ohio. Mr. Kramer has completed 52



HARRY KRAMER

years as a field man. He joined North American shortly after its inception in 1907 and has had charge of Ohio for more than 25 years.

Mr. Kramer is now on the west coast holding agency meetings at San Francisco and Los Angeles with George Payne, California manager.

North American showed a 50% increase in new business in the first quarter.

**Commissioner Forbes** of Michigan was given a surprise birthday party in the department offices by his staff. When he returned to his office after a business errand, he found a huge birthday cake in the center of his desk and department employees extended felicitations to the "boss." Special guests were Commissioner Viehmann of Indiana and his chief examiner, Meredith Nicholson, Jr., who were still in Lansing completing some business, following the zone meeting there.

**James H. Eteson**, assistant statistician of State Mutual Life, has been elected president of the Worcester Rotary Club.

In the annual birthday campaign in honor of **J. W. Miller**, division manager, the Canadian organization of Occidental Life of California paid for more than \$1,000,000 of new business. This is Mr. Miller's 30th anniversary with Occidental Life. He started as a personal producer in 1914 in Canada and pioneered that territory. He was made general manager in 1921 and division manager in 1940, when he released the administrative work to his son, W. Lockwood Miller, now general manager for Canada.

Pacific Mutual's general agent at Atlanta, **Emory L. Jenks**, has returned to his office there temporarily. Capt. Jenks has served in the army for 17 months and is on leave of absence from his post with the chemical warfare service at Camp Sibert, Ala.

**S. B. Love**, former Richmond, Va., manager of Mutual Life, now retired and living at Charlottesville, Va., is now a great-grandfather.

## DEATHS

**Mrs. George N. Ayres**, widow of the former president of Central Life of Iowa, died at her home in Des Moines after an illness of seven months. Her husband died in 1937.

**Charles W. Folz**, 79, former secretary

and general manager of Public Savings Life, died at his home in Indianapolis after five years illness. He was connected with Public Savings at the time it was taken over by Western & Southern Life. His son, Clifford H. Folz, is in the actuarial department of Western & Southern.

**W. M. McConnell**, for many years general agent of Pacific Mutual Life and Ohio National Life, died in Walla Walla, Wash. Previously he had been vice-president and general manager of Western Union Life of Spokane.

**Arthur E. Lawrie**, 44, assistant cashier in the home office of Pacific Mutual Life, who also was supervisor and acting superintendent of the policyholders service committee, died suddenly at his home. He had been at the home office for 14 years. He was a charter member of the Life Agency Cashiers Association and had served as its president.

Pilot of the bomber which was the subject of a "Saturday Evening Post" story describing the raid on Regensburg was **Capt. Thomas E. Murphy**, former assistant cashier at Waltham, Mass., of John Hancock Mutual Life. Shortly after the publication of the account, Capt. Murphy was reported killed in action over enemy territory. He had been awarded the air medal for meritorious achievement; the distinguished flying cross for extraordinary achievement while participating in aerial flight; two Oak Leaf clusters, and the purple heart.

**H. W. Noble**, 78, associate general agent of the England Mutual Life in Lincoln, Neb., died there. He had resided in Lincoln 44 years, and entered life insurance in 1900 with New England Mutual. He had served several times as president of the Lincoln Life Underwriters Association and in other official capacities.

**George T. Carlin**, 63, educational director of Central Life of Iowa, died after a six-week illness. He joined Central Life as an agent at West Bend, Wis., in 1917, later became superintendent of agents for Wisconsin and then general agent in Topeka and in Milwaukee. He went to the home office in 1928 to head its educational department. He was a C. L. U.

**Mrs. Alida L. Hutton**, wife of William E. Hutton, vice-president and general counsel of Capitol Life, died after a long illness. Born in Indiana, she moved to Colorado where she lived in Denver for 65 years. Her keen interest in the flora of mountain regions brought her recognition at the Chicago Worlds Fair in 1893, where she exhibited her collection of Colorado wild flowers.

**George A. Watson**, 73, assistant secretary of Berkshire Life for 20 years, died at Pittsfield, Mass. He was in his 55th year of service with the company and was the oldest member of the home office staff in years of service.

**Henry Conland**, 61, publisher of the Hartford "Courant," who died at Hartford Hospital, was a director of Connecticut Mutual Life, Phoenix (fire) of Hartford, Connecticut Fire, Aetna Life, Automobile and Aetna Casualty.

**Warren K. Magruder**, general agent for Connecticut Mutual at Baltimore, died at his home after a long illness.

Mr. Magruder began with Connecticut Mutual in 1915, was advanced to supervisor in 1927 and in 1929 was appointed general agent at Baltimore. He had been in life insurance since 1909.

His agency was outstanding for its large group of successful full-time men. He had been a runner-up in the competition for the President Organization Trophy awarded by his company twice in recent years.

During the last war, Mr. Magruder served as second lieutenant of artillery. He was in charge of the industrial division of the Community Chest campaign many years. He was on the board of managers of the Henry Watson Children's Aid Society, was one time junior secretary of the Y.M.C.A. and has held executive positions in various other civic organizations. Mr. Magruder served on various committees of the National Association of Life Underwriters. He had

been president of the Baltimore Life Underwriters Association and of the General Agents & Managers Association of Baltimore.

Mr. Magruder was interested in tennis and golf. In 1936 he won the state championship in singles and doubles in tennis and in 1939 he won the veterans championship in Maryland in golf. He has been a member of the executive committee of the National Lawn Tennis Association and a member of the ranking committee.

Recently he served on the Connecticut Mutual general agents' advisory committee. He was one of the original members of the experimental group of general agents of the Sales Research Bureau.

**Mrs. B. M. Ratchford**, who died suddenly at her home in Newark, was the mother of three insurance men—Stephen P. Ratchford, vice-president Joseph M. Byrne Company agency, Newark; James J. Ratchford, treasurer of Prudential, and William T. Ratchford, Newark broker.

**Fred D. Slaton**, 55, Dallas life man for 37 years, died. He was with Southwestern Life for many years until 1942 when he became district manager for Reserve Loan Life.

**Charles H. Wells**, 69, active in life insurance in Akron, O., for many years, died there. In recent years he had been with Union Central Life.

**Bankers National Life** now is a member of the Sales Research Bureau, bringing total membership to 132 companies.

## COMPANIES

### Reserve Life of Dallas Makes Capital Increase

Reserve Life of Dallas has by a stock dividend increased its capital to \$100,000. This increase to full capital stock will permit the company to write all forms of life, health and accident and hospitalization insurance without restriction as to the amounts which may be issued. Heretofore, it has operated as a limited capital stock company and was authorized to write only up to \$1,000 natural death benefit or \$2,000 accidental death benefit to any one person.

In 1943 there was a gain in premium income of 80%, and in life insurance in force, of 18.5%. Much of the gain was due to the increased business in the hospitalization and accident and health departments.

C. A. Sammons is president; E. H. Barry, secretary, and C. C. Yost, vice-president and acting secretary. Mr. Barry is on leave of absence, serving with the army in the southwest Pacific.

### Wisconsin National Prospers

OSHKOSH, WIS.—Wisconsin National Life had its best year in history in 1943, with increase in life and accident and health business above the aver-



## AGAIN "WITH PLEASURE"

Today, April 21, Commonwealth Life is pleased to have the privilege of again being host at luncheon to the life underwriters of Kentucky who are attending the annual sales congress of the Louisville and Kentucky life underwriter associations.

The agent associations serve as a steadying, constructive influence on the life insurance business. Commonwealth management is more than glad to evidence its wholehearted encouragement toward life underwriter organization activities.

It is our hope that all sales congresses which are currently being held throughout the country will be well attended. Men who have proven that life insurance selling can be an extremely fruitful career will be there to pass along their formulas for success.

*Where Quality Men are building Quality Volume*

**COMMONWEALTH**  
*Life* INSURANCE CO.  
MORTON BOYD, President

HOME OFFICE ★ LOUISVILLE

age for all companies, Gen. C. R. Boardman, president, reported at the annual stockholders meeting. Assets are in excess of \$12,000,000. The first quarter of 1944 showed continuous increases, and the outlook for the remainder of the year is bright, he stated. George P. Nevitt, local agent, was elected to the board.

### Florentz to High Office in Union Life of Ark.

Union Life of Little Rock, has elected A. N. Florentz as vice-president and comptroller. Mr. Florentz has served the company in various positions since 1929 and has been in the insurance field 20 years, five years in field work in Mississippi and Tennessee. He studied accounting at Drake University. In 1935, he received the C. L. U. designation, and has since served the Little Rock C. L. U. Chapter as secretary and later as president.

### L. L. Phelps Is Promoted

L. L. Phelps, superintendent of the accident and health claim department of Great Northern Life, has been elected assistant vice-president. He joined Great Northern in 1922 and shortly thereafter was placed in charge of A. & H. underwriting. In 1925 he was transferred to the claim department and was made superintendent of claims in 1935. He is a past president of the Chicago Claim Association, a member of the board of education of the high school at Downers Grove, Ill., and a member of the park board there.

### Stockholders OK Increase

Stockholders of Reliance Life have now approved the proposal to increase capital from \$1 million to \$2 million. All that remains is the formality of having the directors confirm the action and obtaining insurance department approval.

Great American Reserve of Dallas, Tex. has been licensed in Oklahoma. P. R. Hambleton of Tuttle, Okla., was appointed special agent. It will write life and accident and health insurance.

### Honor 25-Year Veterans

In recognition of 25 years of service with Lincoln National Life, S. G. Duckworth, general agent at Canton, O., and A. C. Mellinger, general agent at Allentown, Pa., have been named to membership in the Quarter Century Club and were awarded diamond service rings.

American Home Life of Topeka has been licensed in Texas. It has been operating only in Kansas and Missouri.

## LIFE AGENCY CHANGES

### Liemandt Now Has Sole Charge

C. G. Liemandt is now individually the general agent for Penn Mutual Life at Minneapolis. For the past year the general agency has been a partnership of Mr. Liemandt and Leon W. LaBounta operating as LaBounta & Liemandt. Mr. LaBounta has asked to be relieved of management responsibilities, but he will remain as associate general agent.



C. G. LIEMANDT

He was general agent from 1928 until the LaBounta & Liemandt partnership was formed.

Mr. Liemandt, graduate of DePaul University in 1927, went with Sun Life of Canada as a clerk in Minneapolis in 1930 and later engaged in field work. He went with Great-West Life at Winona, Mich., and later became manager at Grand Rapids. Then he had charge of the combined Minneapolis-St. Paul offices.

### Union Central Names Goetz

Union Central Life has appointed Harry Goetz as acting manager at Omaha to succeed Floyd Rosenfelt, resigned. Mr. Goetz has been with the Omaha agency 16 years. His father also was associated with the agency. His entire life insurance experience has been with Union Central.

### Covell Conn. Gen. Chicago Manager

Connecticut General Life has appointed George D. Covell as manager



George D. Covell

of the Chicago branch office. Since 1942, when he joined the company, he has been assistant manager in the home office agency. Mr. Covell was born in Grand Rapids, Mich., and was graduated from Dartmouth College in 1930. He has been in insurance work 11 years and has had experience both in personal production and management work. Mr. Covell succeeds Norman K. Allison, who has resigned after hanging up a fine production record as Chicago manager, his agency being far up among the leaders last year and standing second for the first quarter of this year. Mr. Allison will remain with the company.

Mr. Covell started as agent with Penn Mutual in the Adler agency, New York City, becoming educational director and after three years going with Berkshire Life in New York City in the same capacity. Then he was for a year an agent of New York Life in the eastern department branch at New York City after which he left the business and for two years was with a paper company and for another year with Western Union before going with Travelers in 1936 at Yonkers, N. Y., as field assistant. He became assistant manager there in 1937 and in 1939 was promoted to the Empire State branch in New York City as assistant manager of the life, accident and group department. He joined the home office agency of Connecticut General Jan. 1, 1942.

Mr. Covell was introduced to the Chicago staff by F. Hobert Haviland, agency vice-president, who was in Chicago supervising the charge.

### Father Pinch Hits for Son

WASHINGTON—E. Paul Jones of Des Moines is here as associate manager of Mutual Benefit Health & Accident and United Benefit Life while his son, Joseph E. Jones, general agent for those companies, is serving as a captain in the army air transport command. Mr. Jones

says he never wrote an insurance policy until after he was 60, since which time he has been in the "big 10" several times. He worked with the same companies in Des Moines and was preparing to retire when called upon to pinch hit for his son. "The insurance business is the only one I know of in which a fellow can work until he is 90," he remarks.

### Conn. General Opens Duluth Unit

Connecticut General Life has established a new branch office in Duluth, with Axel R. Holmgren as manager.

Born in Sweden, Mr. Holmgren came to the United States at the age of 16. After a few years in an electrical service business, he entered the life insurance business as agent and field assistant. In subsequent years he served as an associate general agent and also as a personal producer and made a distinguished record. For the past four years, as manager for Northwestern National Life he has had an outstanding record as a personal producer and in organization work.

Mr. Holmgren is a director in the Duluth Bank of Commerce & Savings, a vice-chairman of the board of the Lutheran church, a member of the executive board of the Duluth council of churches.

### Republic National Changes

O. L. Johnson of Haskell, Tex., has been appointed general agent for Republic National Life.

C. R. Morgan, representing Republic National at Dalhart, has been promoted to general agent at Wichita Falls.

W. Clyde Hunter, for a number of years field supervisor at Dallas and the past year central Texas supervisor at Waco, has entered the agency of J. G. Oltorf at San Angelo as West Texas supervisor.

Harper H. Elliott, former representative at El Paso, has been named general agent there. For the past year Mr. Elliott has been an aviation cadet in the army, and only recently had earned his wings, when due to an old injury he was given a medical discharge.

C. E. Boyer, representative the past year at Sherman, has been named general agent for Beaumont.

### Klingler Heads Life Department

The Lipscomb-Ellis Co. agency, Atlanta, has opened a life insurance division headed by James H. Klingler. Mr. Klingler formerly was supervisor of agencies of State Life of Indiana, and previously was with Reliance Life.

### Burwell Moves to Boston

GRAND RAPIDS—Charles E. L. Burwell, former president of the Grand Rapids Junior Chamber of Commerce and an employee of Aetna Life here since 1928, is leaving to join the staff of Herbert W. Florer, former Aetna manager here who now operates the Boston agency. Mr. Burwell, it is reported, will become brokerage manager of the Boston agency.

### Walton Assistant to Patrick

Ned G. Patrick, Omaha general agent of Massachusetts Mutual Life, has appointed Earl C. Walton assistant general agent. Mr. Walton formerly was in life insurance 8½ years in Lincoln, Neb.

### Hoover Iowa State Director

V. R. Hoover, for five years assistant Iowa state director of the State Farm

## THIS YEAR'S RECORD

Assets Increased .....	\$ 2,526,441
Insurance Gained .....	8,248,516
Surplus to Policyholders .....	2,843,354
Government Bonds .....	11,929,620
Total Assets .....	28,941,391
Insurance in Force .....	\$125,284,072

## FIVE YEAR'S RECORD

Insurance in Force .....	30% Increase
Assets .....	46% Increase
Surplus .....	47% Increase

THE OHIO STATE LIFE INSURANCE COMPANY  
COLUMBUS, OHIO





companies, has been appointed state director to succeed E. A. Tyler who died March 15. Mr. Hoover joined the Nebraska state agency in 1928, and in the 16 years has served the agency in various capacities. His new appointment took place on the anniversary of his joining the agency and the companies.

#### W. A. Barton to Denver

William A. Barton, Prudential manager in Topeka, Kan., who has been with that company for 35 years, has been transferred to Denver. He has been president of the Kansas Association of Life Underwriters and active in National association affairs. His transfer has made it necessary for him to resign the Kansas presidency.

Miss L. G. Taylor, cashier of the Matt Kane ordinary agency of Prudential in Boston, is retiring. She started with New York Life in Lowell, Mass., later being transferred to Boston. Later she was with Aetna Life in Boston as cashier and brokerage supervisor. She has been with the Kane agency since it was started in 1930.

## AGENCY NEWS

#### President's Trophy to Toledo

Blosser & Hill, Toledo, O., general agents of Aetna Life, have been awarded the president's trophy for outstanding achievement in 1943, the third time in four years that this agency has won it. It also has received the company's agency publication award, a new honor bestowed on agencies which produced unusually effective publications in 1943.

#### Hays & Bradstreet Set Record

The Hays & Bradstreet agency of New England Mutual Life in Los An-

## MANAGERS

#### Compensation, Pensions Discussed

Agents compensation and pensions were discussed by the Life Insurance Managers Association of Los Angeles in connection with the report of the special committee of the Los Angeles C. L. U. chapter on that subject.

Chairman Walter Westcott of the committee read the report. Considerable divergence of opinion was expressed but the consensus was that the report was along constructive lines.

Dr. Verne Steward gave comparative figures on ultimate commissions under four plans now generally in use and the plan suggested by the committee, and then added similar figures for two compromise plans.

Prof. William C. Craig of Capital

geles set a new record in March by paying for \$2,061,035 in new life insurance, exclusive of annuities, the largest volume paid for by any agency of the company in any one month since 1938. For the first quarter the agency paid for \$3,656,000, exclusive of annuities, a gain of 110% over 1943. Of this business 60% came from the agency's usual activities and 40% from pension trust business.

#### Stages Pension Congress

A "pension congress" was held by J. Bruce MacWhinney, Newark general agent of John Hancock Mutual Life. Edwin R. Joos, agency assistant at the home office of John Hancock, was chairman.

The La Noue Matta agency of Acacia Mutual Life in Los Angeles led all agencies in new business placed in the first quarter.

University, Columbus, will speak at the annual meeting of the Columbus Life Managers & General Agents Association Friday evening.

#### Oklahoma Election May 15

The annual meeting of the Oklahoma General Agents & Managers Club has been tentatively set for May 15 at Twin Hills Golf & Country club. An afternoon golf will be followed by a dinner.

#### Buffalo Sessions Reviewed

At the April meeting of the Utah Life Managers, Frank Mozley gave a summary of the managers and general agents section program at the mid-year meeting of the N.A.L.U. in Buffalo. Out of town guests included J. Beaudin, California-Western States Life, Seattle; Merle Fuller, Western Life, Helena, Mont., and F. W. Bland, San Francisco, Pacific Coast manager of THE NATIONAL UNDERWRITER.

#### Bell to Speak in San Francisco

SAN FRANCISCO—Hugh S. Bell, Seattle general agent Equitable Life of Iowa, will talk on April 25 to the San Francisco General Agents & Managers

Association on "Setting the Pattern for Today."

#### Hickman Nashville Speaker

NASHVILLE—Elmo H. Hickman, Jacksonville, Fla., addressed the General Agents & Managers Association on "Cooperation Between Banks and Life Underwriters."

Commissioner Kavanaugh spoke to the Denver Life Managers & General Agents Association meeting.

Roy Ray Roberts, general agent of State Mutual Life, addressed the Life Agency Cashiers Association of Los Angeles.

Social security and its relation to life insurance was discussed at a dinner meeting of the Life Agency Cashiers Association of San Francisco by George Shreve, assistant manager of the Social Security Board there.

#### Record of Gardiner Agency

The Gardiner agency of John Hancock Mutual in New York City had total production credits for ordinary, annuities and group for the first quarter of \$28 million, the largest amount of business in any quarter in the agency's history.

### PENNSYLVANIA — NEW JERSEY

GENERAL INSURANCE AGENCIES located in towns from 5 to 50 thousand population in PENNSYLVANIA and NEW JERSEY would do well to consider adding LIFE INSURANCE to the services they render their fire and casualty clients. LIBERAL AGENCY APPOINTMENTS DIRECT WITH A VERY COOPERATIVE HOME OFFICE.

DON'T DELAY — WRITE TODAY

### Philadelphia Life Insurance Company

111 NORTH BROAD STREET, PHILADELPHIA, PA.

Founded



in 1906

### A LIFE INSURANCE COMPANY

*Exclusively for Lutherans*

Low cost standard policy forms for every insurance need have provided a bulwark of protection to Lutheran homes for more than 64 years.

Licensed in 21 states including New York. Write today for agency details.

**LUTHERAN MUTUAL LIFE INSURANCE COMPANY**  
HOME OFFICE . . . WAVERLY, IOWA

# Secure

● He's just a tiny tad right now—not costing a lot to feed and clothe—but with the passing years, there will be many problems he will have to meet and master. Most certainly you will want him properly equipped to take his rightful place in the new and better world that we are fighting for today... and adequately prepared to face the future unafraid.

The Berkshire Juvenile Insurance Plans—issued on the lives of children from one day to ten years of age—provide both an economical and intelligent way to SECURE today the educational opportunities the tiny tads and little tots of America will require for "tomorrow."

Do you know that the Juvenile policies in the BERKSHIRE TRIANGLE PATTERN are outstanding in the Juvenile Insurance market today without exception?

ASK ANY

## Berkshire

GENERAL AGENT

**LIFE INSURANCE COMPANY**

Incorporated 1851

HARRISON L. AMBER, President - PITTSFIELD, MASSACHUSETTS

## NEWS OF LIFE ASSOCIATIONS

### Paul Miller Pa. Executive Secretary

Paul S. Miller of Germantown, assistant in the agency department of Penn Mutual Life, has been appointed executive secretary of the Pennsylvania State Association of Life Underwriters with headquarters at Harrisburg. He succeeds to the post vacated by John H. Bream now in the navy.

A graduate of Girard College, Mr. Miller started in 1930 with Penn Mutual at Harrisburg. Later he transferred as agency cashier to Omaha, where he organized the first life agency cashiers' association in the country. At Cleveland, he again organized a cashiers' association, later transferred to Wilmington, Del., and in 1942, became assistant in the agency department of Penn Mutual assigned to the salary savings division.

He is regional vice-president of the U. S. Chamber of Commerce.

### Program for Los Angeles Sales Congress Announced

LOS ANGELES—All plans have been completed for the sales congress of the Life Underwriters Association of Los Angeles May 3, as the southern California substitute for the convention of the California Association of the Life Underwriters, which has been called off because of transportation and housing difficulties.

The Northern California Caravan of the San Francisco association will be featured on the program. Edwin J. Golden, New York Life, will speak on "Let's Not Be Suckers;" J. Wayland Barnette,

Northwestern Mutual Life, "There's Gold in Them Thar Records;" Erle L. Collins, New York Life, "Doing Something About Love;" Mrs. Lucile A. Collins, New York Life, "Home Maker-Business Maker;" Gordon Coryet, Mutual Life, "Good Fellowship Pays;" R. J. McGill, Metropolitan Life, "Winners Never Quit—Quitters Never Win."

In addition, officials of the Los Angeles association have secured Napoleon Hill, who will speak on "How to Make the Million Dollar Round Table;" Paul A. Zerrahn, manager estate planning division and tax consultant, Phoenix Mutual Life, "Have You a Plan," and Dewey Mason, Aetna Life, Riverside, Cal., "Let's Decide."

It is hoped that Holgar J. Johnson, president of the Institute of Life Insurance, also may be secured as a speaker.

### Zerrahn in Los Angeles Talks on Estate Planning

LOS ANGELES—Paul Zerrahn, manager of the estate planning division and tax consultant, of Phoenix Mutual Life, addressed the Life Insurance Forum of the Life Underwriters Association of Los Angeles on "Have You a Plan."

Mr. Zerrahn said women can do just as good a job as men in estate planning and that life salesmen are overlooking an excellent objective in their mass prospecting if they do not talk to women. He pointed out the major advantages of a life insurance property contract and said estate planners make their sales through the weaknesses they encounter.

He said there never will be a time when the "will" approach will be so successful as now, and suggested as an

opening a question as to when the prospect's will last was revised. He took up the cost of distribution of an estate, taking into consideration all the factors including federal taxation. He deprecated freezing an estate so there is no clean-up fund when planning a program for a prospect.

He said annuity selling is a hard job, but that if it is done properly the want for more immediate income will be satisfied, the income tax payments will be lower and the settlement expenses of an estate will be reduced.

Roy Ray Roberts, State Mutual Life, N.A.L.U. trustee, gave some of the highlights of the National council meeting in Buffalo.

### Gravengaard, Tomlinson Iowa Congress Speakers

DES MOINES—H. P. Gravengaard, associate editor of the Diamond Life Bulletins, and T. H. Tomlinson, assistant superintendent of agencies of Bankers Life of Iowa, will be the principal speakers at the sales congress of the Iowa Association of Life Underwriters here May 27. E. P. Connolly, Penn Mutual, is general chairman of the sales congress.

The annual meeting of the state association will be held May 26 with a banquet that evening. The Iowa Quarter-Million Dollar Round Table also will hold a meeting.

### Tennessee Association Names Gilbreath President

KNOXVILLE, TENN.—At the annual meeting here of the Tennessee Association of Life Underwriters, John E. Gilbreath, Reliance Life, Chattanooga, was elected president to succeed Harry Watson, Connecticut Mutual Life, Knoxville; Gordon I. Slappey, Reliance Life, Nashville, and Eugene E. Jones, Prudential, Memphis, vice-presidents. Mr. Gilbreath will choose a secretary from Chattanooga and the 1945 meeting will be held there.

H. A. Hedges, N. A. L. U. president, told of war bond sales and the fight on inflation. He warned that the Warner-Murray-Dingell bill if passed "will tend to make every citizen a potential ward of the government."

Foster Vineyard, Aetna Life, Little Rock, spoke on "Prospecting in 1944;" Judd C. Benson, Union Central, Cincinnati, "Keeping on the Beam in 1944," and Wilbur W. Hartshorn, superintendent of agents Metropolitan Life, "Selling Mr. Average American."

### Tri-State Parley in Cincinnati

CINCINNATI—Fred G. Holderman, Jr., Washington manager Equitable Society, speaking on "This Is It!" will open the tri-state sales congress here April 21 sponsored by the Cincinnati Life Underwriters Association. Edward L. Reiley, Cleveland general agent Penn Mutual, will present "A Philosophy for Selling Effectively" and U. S. Senator

Styles Bridges of New Hampshire will speak at the luncheon on "Life Insurance—Pillar of Free Enterprise." Two Chicagoans feature the afternoon program: Woolf Guon, Metropolitan Life manager, on "Industrial Workers—Growing Field of Prospects," and E. B. Thurman, general agent New England Mutual, "The Passing Parade."

### Reinstate Utah Congress

At a special meeting April 15 of the officers and committee members of the Utah Association of Life Underwriters, the decision to forego the annual sales congress because of failure to secure speakers was rescinded and it was decided to go forward with the original plan. The congress will be held at the Hotel Utah, Salt Lake City, May 6. D. Ford Crandall is chairman of the general committee.

### Name Portland "Agent of Year"

The Life Managers Association of Oregon at the May meeting of the Portland Association of Life Underwriters will present a \$50 war bond and designate as the life underwriter of the year a member of the agents' group. The winner is being selected by President L. E. Herwin of the managers' group, the president of the Portland Life Underwriters Association and three others, on the basis of production and contributions to life insurance and to civic and community affairs. Managers and general agents are not eligible.

### Rutherford Hartford Speaker

James E. Rutherford, N. A. L. U. executive vice-president, has been added to the speakers at the Connecticut sales congress in Hartford, April 21.

Gene Flack of New York, public and trade relations counsel of the Loose-Wiles Biscuit Company will be one of the speakers.

Boston—Clifford H. Orr, general agent of National Life of Vermont in Philadelphia, and N.A.L.U. trustee, will speak April 27.

San Francisco—Sara Frances Jones, Equitable Society, Chicago, spoke at a luncheon meeting of the women's committee. She also addressed the women's unit of the San Francisco agency of her company.

Columbus, O.—The annual meeting will be held April 21. Nominees for trustees are: Norman E. Gatsch, Sun Life of Canada; Erwin Hoffman, Metropolitan; Herbert J. Loechler, New York Life; John S. Matlack, Aetna Life; Paul F. Nagel, John Hancock, and Lawrence L. Weaver, American United.

Charleston, W. Va.—G. Franklin Ream, assistant superintendent of agencies of Mutual Benefit Life, addressed a luncheon meeting on "Bigger Problems and Bigger Successes."

Pittsburgh—M. A. Linton, president Provident Mutual Life, is addressing a joint luncheon meeting April 23 with the Pittsburgh Chamber of Commerce on "Social Security—Public and Private."

Buffalo—Nominees for directors are: E. O. Cheney, Phoenix Mutual; C. D. Collins, Connecticut General; Henry Hol-

## THIS TEN-YEAR RECORD SPEAKS FOR ITSELF

The Indianapolis Life Insurance Company, organized as a Legal Reserve Mutual Company in 1905, has made a splendid record for thirty-nine years.

The Company points with particular pride to the last ten years.

*From December 31, 1933 to December 31, 1943*

ASSETS increased from—

\$15,264,295.50 to \$34,453,835.42 a 125.7% gain

SURPLUS increased from—

\$1,012,784.68 to \$2,212,416.87 a 118.4% gain

INSURANCE IN FORCE increased from—

\$93,125,124 to \$133,094,965 a 42.9% gain

The Company paid \$17,043,503.47 to policyholders and beneficiaries during these ten years.

ITS POLICY CONTRACTS cover the field thoroughly—ages 0 to 65.

ITS AGENCY CONTRACTS—fair and attractive, service fees after renewal period, and a pension at 65.

## INDIANAPOLIS LIFE INSURANCE COMPANY

Indianapolis 7, Indiana

A. H. Kahler  
Second Vice-President  
Supt. of Agencies

Edward B. Raub  
President

General Agency opportunities in DECATUR, SPRINGFIELD and ROCKFORD, ILLINOIS and in a few choice territories in INDIANA, OHIO, MICHIGAN, TEXAS, MINNESOTA and IOWA.

### HERE'S A TIP, BOYS

Right now, the war has brought about a lot of changes. Most folks are more interested in adequate life insurance than ever before. And here's an important fact: due to war conditions, many ordinary risks are magnified and values are changing almost daily. In the face of these circumstances, there's a big chance that the prewar coverage of many of your old clients is not complete protection now. So . . . jump into your coat and round up some of those fellows you used to sell. It's your job to see if the old policies are still ample protection—and if they aren't, sell an additional policy that will be.

**Shenandoah Life Insurance Co., Inc.**

Roanoke, Virginia



land, Aetna; J. O. Keller, John Hancock; L. F. Lyons, New York Life; J. B. Ruwoldt, Columbian National; C. B. Schaefer, Berkshire, and W. M. Smith, Mutual Life.

**Denver**—Stanton G. Hale, manager Mutual Life of New York, presented an organized sales demonstration.

A quarter million dollar round table is being organized. Fred T. Grant, Aetna Life group manager, is chairman. There are 16 charter members.

**Salt Lake City**—C. J. Seltz, acting manager field office of the Social Security Board, explained in detail who are entitled to benefits. A general discussion followed his talk. Frank Mozley reviewed the program of the national council in Buffalo.

**Youngstown, O.**—Powell Stamper, sales promotion manager of National Life & Accident and secretary of the Life Advertisers Association, said that life insurance premium dollars are the busiest dollars in the country today, because "all are going into government bonds or indirectly into war industry." He asserted that between any new idea and its eventual acceptance by the public there must be a salesman.

**Toledo, O.**—Fred L. Fisher, advertising manager of Lincoln National Life, spoke Thursday.

**Topeka**—Arthur J. Hamm, Farmers & Bankers, has been appointed secretary to fill out the unexpired term of John W. Ransom, Jr., Home Life, who resigned to go with the Santa Fe railroad at Albuquerque.

**Muskogee, Okla.**—Harry D. Emmert, Tulsa general agent Northwestern Mutual Life and president Oklahoma association, discussed pension trusts, stressing the difficulties in writing this type of coverage by non-specialists. James E. Rutherford, executive vice-president National association, will speak in May.

## RECORDS

**West Coast Life**—In the first quarter business produced was 60% higher than in the same period last year, with 50% more issued and 50% more paid for. The net gain in insurance in force was more than \$2,000,000.

**Continental American**—The volume of sales in March exceeded that of any March in history. The amount of life insurance and annuity sales during the first quarter was in excess of the corresponding amount of sales in any first quarter.

**National Life of Vermont**—March sales were larger than for any March since 1930. Sales exceeded March, 1943, by 60%.

During the first quarter sales totaled \$15,580,474, an increase of 46.77%. Cancellations in March were the lowest for that month since 1920. The gain in insurance in force for the first three months

was \$11,147,166, making a total of \$652,546,932.

**Business Men's Assurance**—Life and accident and health sales in March gained 53.5% over March, 1943, and for the first quarter new premiums totaled \$605,360 compared with \$397,649. Life sales in March were \$3,683,859, compared with \$2,419,415, and for the first quarter \$9,177,670 against \$5,862,411. R. J. Costigan's Missouri branch at Kansas City led in March.

**American Mutual Life**—Reports 16.5% gain in new paid business the first quarter. New paid business in March was 30.7% above February and 5% over March, 1943. Insurance in force increased to \$91,405,184.

M. J. Law, general agent in Chicago, led in paid for production both in March and for the year to date.

**Jefferson Standard Life**—The net gain of \$9,500,000 in insurance in force at the end of the first three months was the largest first quarter gain in history. Insurance in force is now \$512,022,618.

New business paid for during the quarter was \$14,500,000, an increase of 15% as compared to the same period last year.

About \$300,000 less business has lapsed than for the same period last year. Death claims paid are less than for this period last year. The Greensboro agency of which W. H. Andrews is manager was the leader in new business and number of lives.

The field force is paying special tribute to Julian Price in recognition of his 25th anniversary as president. A net gain of \$33,000,000 insurance in force is the objective for the year.

**Franklin Life**—The March 60th anniversary drive produced the greatest volume of business ever written in a contest. The total amounting to \$5,372,058 was nearly \$2 million more than the March drive a year ago.

One representative was matched against another, winner taking all prizes. One hundred fourteen individuals exceeded their quota objectives. Paul B. Sass of Missouri quadrupled his \$25,000 quota.

Eight-five representatives qualified for the "Sixty Club" by writing in excess of \$60,000 during the first three months.

In the drive from Jan. 1 to March 31, to reach the goal of \$250 million insurance in force by March 31, 12 agents produced a total of 770 applications. K. L. Riggs, general agent in Texas, led with 92 applications.

**Acacia Mutual Life**—Business placed in March amounted to \$8,752,000 or an increase of 71% over March, 1943. The net increase for March was \$7 million which was 103% ahead of March, 1943. During the first quarter placed business amounted to \$20 million which is an increase of 73% over last year. Insurance in force exceeds \$32,100,000, the gain for the quarter being \$14,733,000.

**Western Life, St. Louis**—Passed \$10,000,000 mark for life insurance in force in March. New business submitted by the agency force was 30% ahead of the corresponding month in 1943.

**Reliance Life**—New submitted business

in March was \$9,601,232 or an increase of 43.3% as compared with March, 1943. Paid for business in the first quarter totaled \$1,809,503, an increase of 33.9%. Life insurance in force has gone up \$9,792,069 in the quarter to \$602,450,870.

**Berkshire Life**—Paid insurance showed an increase of 50% for the first three months. For the twelve months ended March 31 the increase has averaged 46%. In the same period annuity business more than doubled.

## IN U. S. WAR SERVICE

William N. Woodland, associate editor of the "Standard" in Boston, will report to Camp Devens, Mass., April 27 for induction into the army.

Paul Hommeyer, manager of the Minneapolis agency of Union Central Life on leave with the army, has been promoted to lieutenant colonel. He is in England and is serving on General Eisenhower's staff as head of the financial section for the ground forces. He is also U. S. representative on the staff of General Montgomery.

Lt. Col. Eugene O'Keefe, of Hutchinson, former secretary of the Kansas Association of Life Underwriters, has a medical discharge from the army following service since before Pearl Harbor, and is expecting to reenter life insurance in Hutchinson.

Charles Bray, home office general agent of Victory Life of Topeka, has reported for navy training at Farragut, Id.

Equitable Life of Iowa now has 180 representatives in uniform, 112 of them from the field force and 68 from the home office. Of these 53 are in active service on the high seas or in foreign lands. Four have died in service and seven have been honorably discharged for medical or over-age reasons.

John S. Spencer, Atchison, Kan., special agent under E. F. Goodrich, general agent of Bankers Life of Nebraska at Topeka, has reported for duty in the navy. He has been with the agency a little more than two years and has paid for over \$450,000 of new business. He has been a member of the Consecutive Weekly Production Club from the beginning.

Richard J. Moser, district agent at New Albany, Ind., for Northwestern Mutual Life, has been inducted into the armed forces. For the past three years his unit has been the leader among district agencies in Indiana. In 1942 he was a member of the Northwestern Mutual Marathon Club and a gold button winner. He has been district agent at New Albany since 1938.

## "A FULL HOUSE"

### A Hand That Can't Lose



LIFE INSURANCE



ACCIDENT HEALTH INSURANCE

Plus



HOSPITALIZATION



A POLICY TO FIT EVERY NEED OF THE PROSPECT



NO PROBLEM OF OUR AGENTS IS TOO BIG OR TOO SMALL TO RECEIVE 101% CONSIDERATION

POSTAL LIFE Deals this kind of a hand to all its agents.

LET US DEAL YOU IN

TERRITORIES OPEN IN MISSOURI, KANSAS, IOWA and NEBRASKA

For further information

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O. R. JACKSON, VICE-PRESIDENT

POSTAL LIFE & CASUALTY INSURANCE COMPANY

"An Old Line Legal Reserve Life Insurance Company"

4727 Wyandotte St. Kansas City 2, Mo.

What shot our first quarter gains to 3 times the

'43 record is

what's in the minds and hearts of

"Guardsmen."

**Guardian Life**  
Insurance Company

Home Office, Madison 1, Wisconsin

LIFE  
REINSURANCE

North American Reassurance Co.

99 John Street

Lawrence M. Cathles, Pres.

New York

## LEGAL RESERVE FRATERALS

### Michigan Congress Hears Talk by Mrs. McCurdy

The Michigan Fraternal Congress held a luncheon meeting in Detroit with Miss Mabel C. Ladd, Gleaner Life program chairman, presiding. J. B. Baker, supreme commander of Maccabees, extended welcome and introduced Mrs. Grace W. McCurdy, president of National Fraternal Congress and head of Royal Neighbors. She emphasized that state congresses were a necessary affiliation of the N. F. C. in carrying out fraternal activities.

J. E. Reault, public relations director of Maccabees, educational chairman of Congress, spoke on "Educational Side-lights."

Mrs. Daisy Heath, Royal Neighbors, congress president, conducted a business meeting. Mr. Baker and J. C. Lehr, great record keeper of Maccabees in Michigan, spoke on securing more societies as members and Mrs. Ethel Hayford, Woman's Benefit, membership chairman, reported letters were sent to Michigan fraternalists that were not members of the congress and two had joined the congress, Hungarian Reformed Federation and Workmen's Benefit Fund.

The congress will meet again July 10 in Detroit, when Mrs. Mary Baird, Woman's Benefit, will speak on "Fraternal Publicity."

### North Dakota Congress to Meet

The North Dakota Fraternal Congress will hold its annual meeting in Fargo May 10 in combination with a Fraternal Day celebration. Mrs. Hannah Harris, Fargo, is president; Walter Fearn, Fargo, first vice-president; Mrs. Cecelia Hovell, Grand Forks, second vice-president, and Cora Newman, A. O. U. W. of North Dakota, Fargo, secretary-treasurer.

### Medical Director Gives Thoughts on Nonmedical

A number of conclusions about non-medical life insurance were given by Dr. E. A. Anderson, medical director of Modern Woodmen, in a talk at the annual meeting of the Illinois Fraternal Congress in Chicago.

Non-medical, he said, can be written safely with proper limitations, especially when limits are placed on age and amounts. A comprehensive application blank should be used and intelligent use of good underwriting practices should be made. It is unnecessary to distinguish between men and women applicants.

### Medical Examination Provisions

Medical examinations should not be allowed except when called for by the medical director. Only trustworthy agents should be allowed the privilege of writing this type of business. Acquisition cost is reduced in writing on non-medical basis. Rural nonmedical business, Dr. Anderson concluded, is safer than nonmedical written in urban areas because the commercial type of applicant has a better mortality record than the industrial type, either on medical or nonmedical basis.

Dr. Anderson has had 15 years' experience in underwriting nonmedical insurance. He said no society could be harmed by having a certain amount of this business on the books if it is carefully underwritten.

### Utah Congress Holds Session

The Utah State Fraternal Congress was the guest of Camp 338 Woodmen of the World of Denver, at a meeting in Salt Lake City. A. E. Konold, congress president, presided. Mrs. L. M. Tate, state deputy Woodmen Circle, gave a talk. The death in March of E. G. Sun-

derland, past president, from a heart attack, was memorialized.

The F.I.C. degree was awarded by Fraternal Field Managers Association to J. R. Sims, Noble T. Lee, Emmet A. Bowers, A. H. Hesse, R. H. Abernathy, Evan C. Evans, W. S. Forbis, J. P. Miller, Edwin H. Kress, H. C. Fabian, all of Woodmen of the World, Omaha; Amick R. Russell, Leonard J. Ryan, Knights of Columbus, New Haven; W. Lyle Brown, Modern Woodmen; Bertha Rienzi, Woodmen Circle, and Tom Newton of Woodmen of the World, Omaha.

The Order of Railway Conductors of America, Cedar Rapids, Ia., has been admitted as a member of the National Fraternal Congress.

## POLICIES

### People's Life, Ind., Modifies Elective Annuity Base

A lower interest assumption was used in revision of the elective annuity policy of Peoples Life of Frankfort, 2½% now being used instead of 3%. Single premium immediate annuities are on the 1937 standard annuity table with ages set back one year.

These new annuity rates are included in the 1944 "Little Gem Life Chart," tables 27 and 29. This is the same basis as tables 13 and 15 of the 1943 "Unique Manual-Digest."

The table below sets forth the incomes provided under the elective annuity at ages 60 and 65, on three bases, by an annual premium of \$100.

Age at Issue	Income at 60			Income at 65		
	Life Ann.	Cash Ref.	Yrs. Cert.	Life Ann.	Cash Ref.	Yrs. Cert.
20	\$37.40	\$31.01	\$35.14	\$52.95	\$41.88	\$47.86
25	30.42	25.21	28.57	43.71	34.57	39.51
30	24.24	20.09	22.77	35.55	28.11	32.13
35	18.78	15.57	17.64	28.33	22.40	25.60
40	13.96	11.57	13.11	21.95	17.36	19.84
45	9.69	8.03	9.10	16.31	12.90	14.74
50	5.92	4.91	5.56	11.33	8.96	10.24
55	...	...	...	6.92	5.47	6.25

### Ruml to Address C. L. U. Meeting

NEW YORK — Bearsley Ruml, chairman of the Federal Reserve Bank of New York and author of the Ruml taxation program, will address the seminar on current economic and social trends at the Waldorf Astoria April 21 under sponsorship of New York C.L.U. chapter.

Economic problems which will face the nation following conclusion of the European war will be considered by Mr. Ruml, who is advisor of the National Resources Planning Board and director of the National Bureau of Economic Research. He is treasurer of R. H. Macy & Co., a job he has held since his resignation in 1933 as dean of the social science division and professor of education at the university of Chicago.

## Continuation of FHA Loans Urged

(CONTINUED FROM PAGE 3)

sulted in a large measure from circumstances beyond the borrower's control, Mr. Meredith pointed out. Causes of National Life's 52 foreclosures on Section 203 loans were: reduced income 7, loss of position 9, domestic difficulties 5, family death or illness 7, unwilling or unable to protect equity 24. FHA standards give the inexperienced buyer confidence that he is not paying more than the property is worth and also keep him from exceeding his debt-carrying capacity.

"FHA, as originally established, has been recognized as one of the most successful, if not the most successful, of all governmental agencies," Mr. Meredith declared in urging that it be continued after the war as a separate agency without authorization for its Title VI low price housing authority which expires in 1945.

### Entirely Different Problem

Mr. Meredith feels that low cost housing projects present an entirely different problem. Low interest rates which are called for on low cost housing proposals will not attract investors, and the projects must be subsidized. It is hard to determine an income line between those who will be eligible and those who are not for occupying such housing. Because of the need for keeping both financing and construction costs low there will be a tendency for government to handle the entire job. As contrasted with this multiplicity of problems, the FHA, as a mortgage insuring agency, covers only selected risks.

### Buchanan in Los Angeles

LOS ANGELES—President M. L. Buchanan of the American Society of C.L.U. spent an entire day here, speaking at a luncheon meeting of the Los Angeles chapter and a subsequent meeting with the officers and directors. He showed the membership of the American Society by regions, the number of chapters, and companies having C.L.U. chapters. He said the membership now is the largest in the history of the organization.

### Community Health Awards Made

The 1943 national health honor roll has been awarded to 53 cities and counties by the U. S. Chamber of Commerce and the American Public Health Association which sponsors the country-wide program for community health advancement. Special commendation was given Texas, Louisiana, Kansas, Michigan and Oklahoma, which not only made outstanding progress in health promotion but had the largest number of participating communities.

## THE PRAETORIANS

Adult and Juvenile Policies on the Easy Monthly Payment Plan, giving one the opportunity to budget his Life Insurance protection along with his other monthly bills.

### LEGAL RESERVE FRATERNAL INSTITUTION

Organized in 1898

Forty-Five Years of Insurance and Fraternal Service

Home Office—Praetorian Building—Dallas, Texas

## Cooperation . . .

Financial Secretaries of local Woodmen Camps and local fieldmen work together to secure new members and interest old members in increasing their insurance protection. They are also aided by the national officers and directors, Head Camp and Local Camp officers and members. Woodmen's 1944 "Fraternity in Action" program is proving another strong force in building the Society's membership.

## WOODMEN OF THE WORLD

LIFE INSURANCE SOCIETY

FARRAR NEWBERRY, President

W. C. BRADEN, Secretary

OMAHA, NEBRASKA

ASSETS OVER \$141,000,000

## AS STRONG



as the Greek columns that support the Home Office building. Life insurance to satisfy the requirements of men, women and children.

Attractive contracts for field men.

Territory in Illinois, Michigan, Minnesota and Wisconsin.

**Equitable Reserve Association**  
Neenah, Wisconsin



## Business Insurance Market Is Being Created Now

Powers of appointment were discussed by Paul F. Millett of Spindell-Millet Service, Chicago, at a luncheon meeting of the Chicago chapter of C.L.U. He is a well known tax attorney. Mr. Millett said many trusts have a provision under which the life tenant can make withdrawals and dispose of the corpus of the trust. Failure to exercise the power of withdrawal, he said, amounts to a gift and this is a reportable gift because it is construed to be a gift of a future interest even if it amounts to less than \$3,000. These situations are largely taxable now, he commented. Mr. Millett said that there is a large opportunity in selling business insurance. He commented on the third party influence such as the advertising of the trust departments of banks.

### Becoming Aware of Situation

"Third party influence," he said, "makes life insurance for business and tax purposes a particularly timely subject today. Many factors are contributing to this influence. A business man today realizes that his business itself, aside from his own personal efforts, is responsible for a portion of the large earnings he is making. In the past a man was inclined to consider his profits as a result of his own efforts, and not the result of the fact that he owned a business. Today, the difficulty of replacing equipment, inventories, personnel, etc., creates an awareness of the value of his business. Hence, he is more willing to discuss business insurance."

"A great field for the sale of business insurance lies in increasing the amounts of insurance of liquidation plans now in existence. Many of these plans have placed an arbitrary value on a business which today is all out of line. Canvassing for such situations will be most productive of new business."

### Congress and Treasury Help

"Another third party influence working in our behalf is Congress and the Treasury. You would almost imagine that Congress is subsidizing life insurance salesmen by creating needs for life insurance."

"Congress raised income taxes so high that people cannot create estates by the old fashioned methods but must use life insurance. Estate taxes must be met with life insurance because 90% of the assets of most estates are stock in close corporations, which cannot be sold to pay death duties."

"The new statutes and regulations on

'powers of appointment' make a review of trust provisions and beneficiary endorsements absolutely necessary, and such reviews in many cases will be productive of new business."

### Commissioners' Raleigh Plans

The zone 2 insurance commissioners attending the meeting at Raleigh, N. C., April 28, will be guests at a cocktail party and banquet arranged by the insurance industry of the state honoring Commissioner Hodges of North Carolina. The banquet will be held jointly with the North Carolina Association of Insurance Agents that is holding its annual meeting at Raleigh at the same time. Chairman of the program committee for the banquet is Julian Price, president of Jefferson Standard Life. A member of the committee is Harry L. Tilley of Durham, president North Carolina State Association of Life Underwriters.

### Medical Section Speakers

Two additional speakers have been announced for the annual meeting of the American Life Convention's Medical Section at the Edgewater Beach Hotel in Chicago June 22 and 23. Carlo J. Tripoli, M.D., former professor of medicine Louisiana State University, New Orleans, will speak on "Recent Advances in the Differential Diagnosis of Liver Disease," while Dr. Harry W. Dingman, vice-president and medical director Continental Assurance, a former section chairman, will cover the affect of the global war on life underwriting.

### No Minn. Examination for C.L.U.'s

Commissioner Johnson of Minnesota, who announced recently that he would require written examinations of all agents in Minnesota before June 1, 1945, has notified the life companies that he will accept, in lieu of a written examination, a certificate showing that the applicant has been awarded the C. L. U. designation, but that this practice will be followed only so long as the present high requirements for obtaining the degree are maintained.

It will be necessary, however, for all C. L. U.s to demonstrate that they are familiar with the laws of Minnesota pertaining to life insurance.

## Advantages of Enabling Fiduciaries to Invest in Life Insurance Stressed

LOUISVILLE—The advantages of the new law permitting fiduciaries to invest funds in life insurance are pointed out by the Kentucky Association of Life Underwriters in a bulletin to members.

Life insurance may be used to provide cash funds for the payment of death taxes, at the death of the beneficiary, especially if the estate is not readily convertible into cash.

A guardian may now give a minor ward the benefits of low rates for younger ages by purchasing insurance for the child.

Individual guardians may leave the proceeds of a policy or policies matured by death with the respective companies and receive interest or installments with the ward having the security of the companies rather than to hazard the investment to the judgment of the individual guardian.

Single premium endowment contracts may prove the solution for the guardian or trustees desiring to invest an amount to accumulate to some future date.

Annuities are probably the best solution for small estates, which are not producing under the present low interest rates, a liveable income for beneficiaries. By investing in an annuity the beneficiary would have an increased income that would be guaranteed for life. There are some estates which are a problem to trust companies to handle that could be greatly simplified by the use of a life annuity.

### Action on N. Y. Legislation

Governor Dewey has approved the bill providing that liability of a life company shall be limited to return of premiums paid, where the age was misstated in the application and where the correct age is not an insurable age.

Governor Dewey has vetoed the bill that provides for the payment to New York state of unclaimed funds of all life insurance companies as well as of domestic life companies.

Commissioner Sullivan addressed a joint meeting of the Yakima, Wash., Lions and Kiwanis Clubs, on "Supervision of Insurance."

## Keep Alive Demands for Changes in Washington

WASHINGTON — Insurance interests are reported seeking revival of the proposal of Senator Bridges, New Hampshire, and others in Congress, to allow for deduction or credit on account of life insurance premiums paid, on income tax generally, as well as Victory tax.

This latter proposal got nowhere in congressional committees during consideration and drafting of the revenue act of 1944. However, the campaign for it is being continued in speeches by Senator Bridges and others.

The question of allowing employers to pay premiums on other types of life insurance than ordinary and whole life up to 5% of their employees' salaries within the national stabilization policy is expected to be revived with the incoming of the new Internal Revenue Commissioner Nunan. It has been, within the past year or six months, before two commissioners and one acting commissioner: Guy T. Helvering, Robert Hannegan and Harold N. Graves.

Life insurance interests want the government regulations and interpretations broadened so as to permit purchase of endowment, 20-payment and other types of policies by employers for employees under the 5% plan and the stabilization program.

### Lutheran Brotherhood Record

Total business issued of Lutheran Brotherhood in March amounted to \$1,550,668 which was the largest figure for any single month in history. The sales in March of 1943 were \$775,666. Total issued business for the first three months is \$3,887,216, the increase being \$1,971,527.



Make Liberty Last Forever!  
BUY U. S. WAR BONDS  
Make Your Security Complete!  
BUY LIFE INSURANCE

The two "best buys" on the market today are government securities to aid the war effort and the legal reserve life insurance of Royal Neighbors of America for family protection.

**ROYAL NEIGHBORS OF AMERICA**

SUPREME OFFICE, ROCK ISLAND, ILL.

## BASIC ★ LIBERAL ★ COMPLETE

PARTICIPATING LIFE INSURANCE {Protection  
Retirement

ACCIDENT—Liberal payments for fractured bones, loss of eyesight, limbs.

DISABILITY—Waiver of Premiums PLUS monthly income for life of contract.

HOSPITALIZATION—Liberal allowances for room rent, operating room, anesthetics, x-ray, and laboratory fees.

Wide choice of contracts for men, women, and children from birth. Also substandard.

## FIDELITY LIFE ASSOCIATION

FULTON, ILLINOIS

Founded 1896

**"Since 1868"—the best in Life Insurance Service for Catholics**

CATHOLIC

**FAMILY PROTECTIVE LIFE ASSURANCE SOCIETY**  
726 N. WATER STREET - MILWAUKEE 2, WIS.  
Whole Family Life Insurance for Catholics



A member of the National Fraternal Congress  
309 W. Jackson Blvd., Chicago

FROM PACIFIC MUTUAL'S

## Annual Report 1943

Gain in Assets during 1943 . . \$ 10,514,192.39  
 New Life Insurance—1943 . . \$ 50,565,680.00  
 Accident and Health Dept.—  
 Premium Income—1943 . . \$ 4,748,830.77  
 Gain in Life Insurance in  
 Force—December 31, 1943 . . \$ 21,847,895.00  
 Total Life Insurance in  
 Force—December 31, 1943 . . \$622,659,773.00  
 Paid to Policyholders and  
 Beneficiaries during 1943 . . \$ 17,674,886.24

### PACIFIC MUTUAL LIFE INSURANCE COMPANY

(A CALIFORNIA CORPORATION)  
 HOME OFFICE, LOS ANGELES, CALIFORNIA

PACIFIC MUTUAL...A DISTINCTIVE COMPANY

LIFE-ACCIDENT  
 HEALTH-ANNUITIES  
 GROUP INSURANCE  
 \*  
 Featuring the New  
 and Unusual Savings  
 Plan that Pays  
 5 Ways

# 10.4%

During 1943 insurance in force increased

# 10.4%

Over the total in force on January 1, 1943

## A Good Company to Represent!

### THE MANHATTAN LIFE Insurance Company

FOUNDED 1850

120 WEST 57th STREET  
 NEW YORK 19, N. Y.

## Investments Up 3.3 Billion, U. S. Bonds 34% of Assets

Life companies increased their investments in securities and mortgages by \$3,310,000,000 in 1943, bringing the total

### LIFE COMPANY INVESTMENTS (Millions of Dollars)

	1943 Year-End Pur- chases	Hold- ings
Bonds:		
U. S. ....	\$6,020	\$12,730
Other Govt. ....	360	2,600
Railroad ....	210	2,650
Public Utility ....	380	5,150
Indus. & Misc. ....	280	1,890
Stocks ....	50	580
Real Estate:		
Farm ....	140	340
Other ....	210	970
Mortgages:		
Farm ....	140	840
Other ....	750	5,830
Total .....	\$8,540	\$33,580

to \$32,270,000,000 as compared to \$28,960,000,000 in 1942, the Institute of Life Insurance reports.

Holdings of U. S. government securities increased \$3,340,000,000, as compared with \$2,300,000,000 the year before, and at the year end aggregated \$12,730,000,000 or nearly 34% of total assets. The increase in holdings of U. S. bonds during 1943 was greater than the over-all increase in investment holdings and also greater than the increase in assets. Purchases of U. S. government bonds absorbed almost 75% of the funds which were invested in mortgages and securities. At the year end, holdings of these bonds represented 187 on the average for each of the 68,000,000 policyholders.

Holdings of business securities aggregated \$10,270,000,000, an increase of \$70,000,000, while farm and city mortgages totaled \$6,670,000,000 approximately the same.

### Railroad Bond Holdings Off

While purchase of railroad bonds amounted to \$210,000,000 as compared with \$140,000,000 in 1942, the total held showed a net decrease of \$60,000,000 to \$2,650,000,000. Purchase of public utility bonds amounted to \$380,000,000 as compared with \$520,000,000 in 1942, with holdings at the end of the year reported at \$5,150,000,000, an increase of \$50,000,000. There were \$280,000,000 in new industrial and miscellaneous business bonds bought, \$100,000,000 less than in

1942. The holdings at the year end were \$70,000,000 higher at \$1,890,000,000. The investment in stocks was up \$10,000,000 at \$580,000,000.

Farm mortgages acquired during the year amounted to \$140,000,000 but due to maturities and pre-payments, holdings showed a net decrease of \$50,000,000 to \$840,000,000. Holdings of city mortgages, of which \$750,000,000 were acquired during the year, amounted to \$5,830,000,000 at the year end, an increase of \$40,000,000.

Purchases of Canadian, state, county and municipal bonds were 50% greater than in 1942, amounting to \$360,000,000. Notwithstanding, holdings of these bonds reported at \$2,600,000,000 showed a net decrease in the year of \$90,000,000, as the companies sold part of their holdings to provide funds for purchase of U. S. government bonds.

Further substantial progress in the liquidation of foreclosed real estate was indicated by a decrease in farm properties by \$140,000,000 to \$340,000,000 and a decline in urban properties of \$180,000,000 to \$970,000,000.

### Savings Bank Loan Ruling

BOSTON—On inquiry from Judd Dewey, deputy commissioner of savings bank life insurance, Attorney General Bushnell has held that savings banks which conduct life insurance departments may not make mortgage loans to any officer or trustee of the bank and that all trustees or officers now having such loans must pay them off and refinance them with other institutions.

Commissioner Harrington recently notified the savings banks of the state that loans to any officers or trustees of savings banks were in violation of law and ordered such loans canceled.

### Members L.A.A. Press Committee

NEW YORK—C. B. Reeves, assistant to the president of Mutual Life, and chairman of the Life Advertisers Association press committee, has announced the following membership on the committee: Margaret Divver, John Hancock; R. L. Barbour, Mutual Life; H. E. Thomas, Shenandoah Life; Henry Jacobs, Equitable of Iowa; Ann Jorgensen, California-Western States, and H. Castle-Graham, London Life.

H. P. Gravengaard of the Diamond Life Bulletins addressed the annual meeting of the Cleveland Life Insurance Trust Council on "Our Responsibility to American Business." George Patton, manager Mutual Life, was in charge.

Boston Mutual Life subscribed for \$3,100,000 of fourth war loan bonds.

Directing the Way Toward Financial Security Since the Turn of the Century

## ATLANTIC LIFE INSURANCE COMPANY

Organized  
1899Richmond,  
Virginia

Atlantic's salary and incentive commission plan of Agent's compensation affords a safe port for those embarking upon a career in life insurance.

Inquiries are invited from those interested. Agency and Managerial opportunities available in Virginia, North Carolina, South Carolina, Maryland, District of Columbia, West Virginia, Tennessee and Texas.



# Sales Ideas and Suggestions

## Baltimore Congress Given Sales Helps for Today

"Life Insurance, a Safe Road to Freedom" was the theme of the 26th sales congress of the Baltimore, Washington and Cumberland Associations of Life Underwriters in Baltimore, with 525 in attendance. Russell L. Law, general agent of Northwestern Mutual Life in Baltimore was general chairman of the congress.

H. P. Gravengaard, associate editor of the Diamond Life Bulletins, speaking on "Business Life Insurance," stressed the agent's responsibility to American business, and called attention to the fact that 70% of the field still is not covered with business insurance.

He then discussed the four different situations in business where the problem can be easily solved through insurance. In the sole proprietorship, which has the advantages of unlimited freedom of operation, all profits going to the proprietor, and real tax advantages, while the prime disadvantage is that the personal and business assets are in one basket, arrangements can be made for purchase of the business interest by a son or an employee through a sale and purchase agreement and through life insurance on the proprietor providing the money for the purchase of the business interest.

The advantages of a partnership are practically the same as the sole proprietorship and the disadvantages are the unlimited personal liability and the automatic termination of the business in the event of the death of the partner. The solution in this case is that a sale and purchase agreement is consummated and each partner takes life insurance on the life of the other partner for the full amount of his interest.

The closed corporation has the advantages of limited liability of all stockholders to the extent of the investment in the stock and continuity of the business after the death of a stockholder or officer. The greatest disadvantage, particularly today, is the terrific tax and government report burden.

Upon the death of a partner stockholder the corporation does not die but there is immediately a change in management personnel. The solution is for the partner stockholders to take life insurance on each of the other partner stockholders so that upon the death of one the money is paid over to the other two who, under the sale and purchase agreement, turn the money over to the executor and he in turn turns over the deceased's stock to the survivors.

The fourth situation is that of key men. In this instance the corporation applies for the insurance on the key man and the insurance at his death is paid to the corporation—the corporation is the owner and the beneficiary of the life insurance. It provides a wonderful

accumulation of surplus that as yet is not subject to the excess profits or the unreasonable accumulative surplus tax. It helps the corporation to protect itself against the loss of a key man and if he lives to a ripe old age it makes it possible for the corporation to retire that man, or it provides cash which can be used to continue his salary to his widow for a reasonable period after his death.

Timothy W. Foley, general agent of State Mutual Life in New York City, speaking on "Yes, I Sell My Friends," was very emphatic in stating that he does do just that.

"Any man who can't sell life insurance to his friends will not stay in business very long," Mr. Foley declared. "An agent needs to convert strangers into friends and if he can do it prior to the sale, so much the better."

"Frankly, I don't think I am a good friend unless I approach them regarding their life insurance. I call on them not to get something but to give them something. If a good friend of yours died leaving his family destitute—no life insurance—would you boast that you did not do business with your friends?"

Mr. Foley is a strong advocate of visual selling. "In my opinion," he said, "a good visual sales kit is the backbone of an organized sales talk. A good visual sales kit makes an agent's story five times as real as anything he may point out. An illustration or graph or chart will get your prospect's full attention. The mind is busy with what the eyes see and a moving pencil is a powerful magnet."

Ben H. Williams, director of training of Mutual Life, based his talk, "The End Is Not Yet," on what he termed the four fundamentals which the agent must take into consideration if he is going to continue in the business. First, he advised looking for business where business is today. In this connection he cited the women's market, the juvenile market, the 11,000,000 men between 18 and 38 who will remain as prospects after the 11,000,000 men of that age have gone to war, skilled war workers, doctors and dentists, who are now making more money than ever before, and the man of means who needs additional insurance adequately to take care of his inheritance taxes.

As his second point, Mr. Williams said the successful salesman always sticks to good sound, fundamental, everyday, prospecting methods. He enumerated five of them: Prospecting among people he knows, centers of influence, lists of names, changed situations, developing such a fine service that he is considered their life insurance man.

He said, third, that "the agent must

remember that he will sell life insurance to an individual not because he thinks it is a good idea but because he made the prospect think it is a good idea." Mr. Williams suggested using what he termed the "fatal alternative"—offering something or something, never a choice between something and nothing.

The fourth fundamental he cited is that most insurance is sold by an appeal to the heart rather than an appeal to the head.

At the afternoon session was Lt. C. Charles J. Zimmerman, former N. A. L. U. president, who is now stationed in Washington, substituted for Robert W. Stowell, John Hancock Bridgeport, Conn., who has just been inducted into service. He spoke of some of the problems from a human relations standpoint that agents are going to have to face after the boys gets back home after the war. He commented on the amount of life insurance which has been sold in the past two years despite the war and said on first glance this would seem an extraordinary record, but "we should think not of how much we sold in 1943 but how much we could have sold if we were all properly organized and really armed to do our best."

He said that in the army and navy the No. 1 "must" is National Service Life Insurance. "There are two ways of putting across a program—one is by slugging and the other by selling. The armed forces consider life insurance so important that they ordered that it should be done on a slugging basis. That is not true of the war bond program. That program has been put entirely on a voluntary basis."

Commander Zimmerman told several stories of incidents he had witnessed in the war area in the Pacific which showed that the things the men in the armed services in the combat zones are thinking about are the same things that the life man is selling—security of home, security of loved ones, and education of children.

### Dubious About Supreme Court

Deane C. Davis, vice-president and general counsel of National Life of Vermont, discussed "Looking Forward with Life Insurance." Speaking about the reconstruction period which will necessarily follow the close of the war, Mr. Davis said industry in this country is waking up to its responsibility and there is going to be a big difference between what we had following the last war and what we are going to have this time.

Turning to the subject of the possibility of government control of insurance, Mr. Davis spoke of the cases now before the U. S. Supreme Court and said: "While I don't know any more than you do what the result will be, that is one place I am a little bit apprehensive. I am fearful that the line of cases beginning with Paul vs. Virginia is going to hit the dust in Washington."

"But supposing that is so, all that means is that life insurance is commerce. If the government wins the case now

before the Supreme Court and succeeds in getting the court to say that the business of life insurance is engaged in commerce, that will settle, it seems to me, only one single question: Does the federal government have the power to exercise control if it so elects?"

"That federal control of life insurance is a real possibility, I do not deny. That there is any possibility of any extensive control of life insurance by the federal government, anything like a duplication of our state regulations system, I emphatically deny."

He cited the trend back toward representative government and said it would be an absolutely impossibility under the temper of Congress and the temper of the people of this country as it is today to pass a bill in Congress that would set up a system of regulation of life insurance comparable to and duplicating the system now being administered by the states.

## North Carolina Stages Four Sales Congresses

By A. R. JAQUA

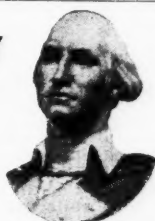
Four sales congresses were staged on four successive days in North Carolina in Raleigh, Greensboro, Charlotte and Asheville with guest speakers accompanied by Eric L. Tilley, Durham manager Life & Casualty, president of the North Carolina Association of Life Underwriters, and J. S. Babb, Durham manager Equitable Society, the general chairman.

Speakers included N.A.L.U. President Herbert A. Hedges (who had time only to be on the program at Greensboro); Commissioner Hodges of North Carolina; Lester N. Quattlebaum, agency supervisor Metropolitan Life; Roney A. Hilliard, Asheville general agent Reliance Life; E. Frank Andrews, Jefferson Standard, Greensboro; Allen N. Mosby, district manager Durham Life, Charlotte; Joe E. Josephs, New York Life, Charlotte; A. R. Jaqua, associate editor Diamond Life Bulletins. Lawrence E. Simon, New York general agent Massachusetts Mutual, was scheduled but due to the illness of his wife was unable to attend and in his place Hampton Irwin, educational director Massachusetts Mutual, appeared in Charlotte and Asheville.

President Tilley reported that with nearly 900 members the state association is at an all-time high but he made a plea for a membership which will represent at least half of full-time life agents. Mr. Tilley became district manager for the Life & Casualty in 1920 and has built a district with weekly collections of \$16,600, with 74 men and 17 superintendents. His ordinary increase last year was about 1½ million. Question: Is this the largest industrial debit under one manager in this country?

President Hedges said that in 16 years the National association has progressed

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from an insolvent condition to \$80,000 surplus. He said that life companies have collected \$88 million, had paid out \$60 billion, and had on hand as reserves \$35 billion. He said that 70% of the life insurance in force is "orphan" business, the writing agent being no longer on hand. He said that the Armed Forces Institute, with headquarters at Madison, Wis., now has a life insurance text available for all service men who want to study life insurance.

Hedges is a dynamic speaker who first gives his report as president of the N.A.L.U. and, in the second half of his speech, gives a number of current timely sales ideas.

Mr. Babb, as general chairman, was assisted by C. M. Hassell, Charlotte, as associate and the president of each local association as assistants. Proud moment was when Mr. Babb presented to each speaker a certificate as a charter member of the newly formed "Order of Circuit Riders." In the early days of the Carolinas the circuit rider on horseback with his saddle bags was a familiar figure both in religion and law.

Commissioner Hodges spoke at all meetings and made a hit. He said that life underwriters have a great opportunity now to serve the service man—those just going into service and those coming out. He is much interested in a revision of laws pertaining to life insurance and in bigger and better examinations for incoming agents. (He is also a singer and story-teller of no mean repute).

### Mosby Makes Good Point

Allen N. Mosby represented well the industrial agents—about half of those attending the congresses were debit men. He suggested that insurance men, per earning capacity, were probably the most under-insured group in the country and made a plea that all men learn enough about life insurance to be thoroughly sold on it and then to put their own house in order insurancewise. He was emphatic in saying that agents must make every effort to sell the policy best fitted to the buyer.

Lester N. Quattlebaum usually appeared as luncheon speaker and told of outstanding results obtained by Metropolitan agents in using a service approach. He said that in tests made where the agent offered to give any service needed on all policies owned, sales resulted in nearly half of the calls and were about double average size.

Frank Andrews, besides his regular business, is a salary savings specialist. He wrote 34 lives last year for enough to put him in the million dollar class. His hobby is time control and he made an eloquent plea for the idea that time is money and that 50 weeks of organized work should put any agent in the high production brackets.

### Hilliard Agency 1943 Leader

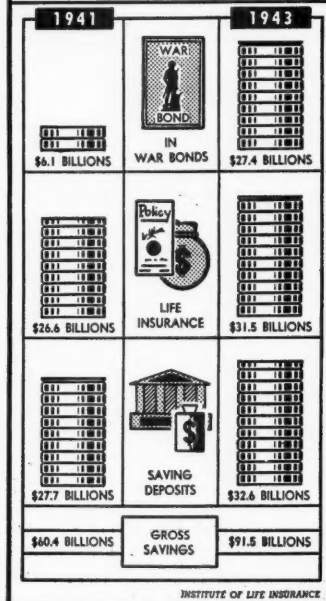
Roney Hilliard runs Reliance Life's agency in Asheville and in 1943 his agency was company leader in highest average policy, largest volume per agent and largest earnings per agent. He too is a million dollar man and is a tax, estate analyst and pension trust expert. Roney Hilliard is the originator of the now-famous sales track—(1) Relax the prospect. (2) Disturb the prospect. (3) Relieve the prospect.

Joe Josephs has been a member of the New York Life Top Club since 1934. He likes business insurance and tax cases but gets the majority of his business by a social security approach and dovetailing old and new life insurance with social security benefits.

Hampton Irwin suggested many selling points for many different prospects. He put emphasis on the woman market today, wealthy women, wives, professional women, widows. His approach, presentation and closing ideas and "power phrases" always make a hit.

Bert Jaqua gave a bird's eye view of the life insurance business as it is today and it may be in the future. He related some of the factors which seemed to account for the success of leaders which included (1) a continuous flow of prospects; (2) an appeal to the bar-

## U. S. SAVINGS UP 31 BILLIONS SINCE 1941



## Fidelity Mutual Managers Meet in Philadelphia

Fidelity Mutual will hold its managers conference at Philadelphia May 2-4, the program having to do mainly with recruiting and training agents and with selling methods and plans. President E. A. Roberts will address the gathering.

During the conference there will be a meeting of the Fidelity Mutual Managers Association, of which J. H. Brennan, Chicago, is president. The managers will elect new officers. A dinner will be held May 3 at which officers will attend.

### Await SS Bill Consideration

WASHINGTON—In administration circles it is said that the Wagner-Murray-Dingell social security extension bill will probably be taken up on Capitol Hill before long. Consideration is expected first at the Senate in the finance committee.

The bill has the endorsement of a number of social, organized labor, welfare and other interests, beside the backing of the national administration, but is opposed by organized medical interests.

The Senate finance committee also has before it the Clark National Service Life Insurance revision bill backed by veterans' organizations. The committee is awaiting reports on the measure from interested government departments, including Veterans Administration, army and navy.

K. E. Williamson, co-general agent of Massachusetts Mutual Life at Peoria, Ill., has been nominated for a trustee of University of Illinois on the Democratic ticket.

gain instinct; (3) an alertness for situations; (4) a firm conviction that life insurance is the best property to buy and to own.

**Incidental Notes:** Jefferson Standard gave a party at their country club for the "Circuit Riders" and home office employees. Good steaks are still to be had occasionally for small parties at dinner but fried chicken holds first place for the general lunch. The middle of April is a lovely time in North Carolina, with pink and white dogwood everywhere in full bloom. Messrs. Jaqua and Hedges missed the Raleigh meeting and both gave as an excuse the storm which put train and plane schedules askew. Apparently they ran fast enough after they got started but didn't start soon enough. Organizing four days of sales congresses is a tremendous job and great credit is due the general chairman, the associate chairman and local presidents and helpers for arranging innumerable details.

## Equitable of Ia. Veteran Has 1,200-Week Record

Glenn M. Gillette, veteran Mansfield, Pa., agent of Equitable Life of Iowa, has completed 1,200 weeks of successive membership in its One-a-Week Club, signaling nearly 24 years of continuous weekly production. Mr. Gillette is a member of the R. G. Lauer agency, Williamsport, Pa.

John M. Utter of Seattle has attained 750 weeks of club production and Howard L. Hodgen, South Bend, Ind., has completed his 500th week as a member of the club.

### Extend War Agencies Group Plan

The War Agencies Employees Protective Association has extended its group life insurance plan to provide protection for civilian employees of the War and Navy departments, the Panama canal and the Panama Railroad Company. This plan, which is underwritten by Equitable Society, is now available to more than 75,000 employees of virtually every governmental agency and department that is primarily engaged in the war effort. It includes employees of American citizenship stationed at remote outposts, also supervisory or administrative employees in this country who must make trips abroad in connection with their work. Others eligible are employees now in training in this country for duties abroad, or awaiting transportation, and directors of training programs for such employees. The amounts of insurance available vary from \$2,000 to \$10,000 in accordance with the basic annual salary.

### Premium Tax Deduction in Miss.

Governor Bailey of Mississippi has signed the bill granting additional income tax deductions for medical expenses and life insurance premiums. For single persons the deduction is \$100 for medical expense and \$100 for life insurance premiums, the total being \$200. For married persons, the total deduction is \$300, divided \$150 and \$150. It is an odd feature that the deductions may be claimed by a taxpayer regardless of whether or not he incurred medical expenses or paid premiums equal to the allowance.

### K. C. Life Forms President's Club

Kansas City Life has formed a President's Club, it was announced to general agents and managers at a meeting by President W. E. Bixby. Daniel Boone, vice-president of Kansas City Life, was designated director of club activities, and F. W. Boyce, assistant secretary, is club secretary. Minimum membership requirement is 20 applications and \$200,000 of net issued and paid for business. General agents and supervisors will be eligible. There will be four officers: President, the year's leader in net issued paid volume; vice-presidents, the leader in gross premiums, the leader in number of applications, and the leader in average size of policy sold. For officers, minimum volume requirement is \$250,000.

## Convention Dates

May 5, Ohio State Life Underwriters Association, Columbus.

May 9-10, Association of Life Insurance Counsel, New York City, Waldorf-Astoria.

May 11-12, Executive committee National Association of Insurance Commissioners, St. Louis, Park Plaza Hotel.

May 16-18, Health & Accident Underwriters Conference, Chicago, Edgewater Beach Hotel.

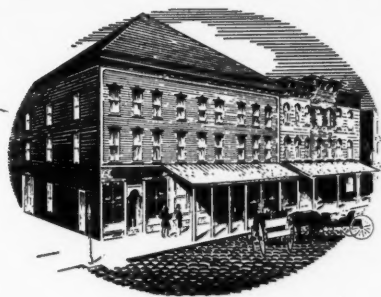
May 17-19, Home Office Life Underwriters Association, New York City, Hotel Pennsylvania.

May 18-19, Southern Round Table, Life Advertisers Association, Roanoke, Va., Roanoke Hotel.

May 18-19, Actuarial Club of the Pacific, Los Angeles.

May 26-27, Life Office Management Association spring conference, Cincinnati, Hotel Netherland Plaza.





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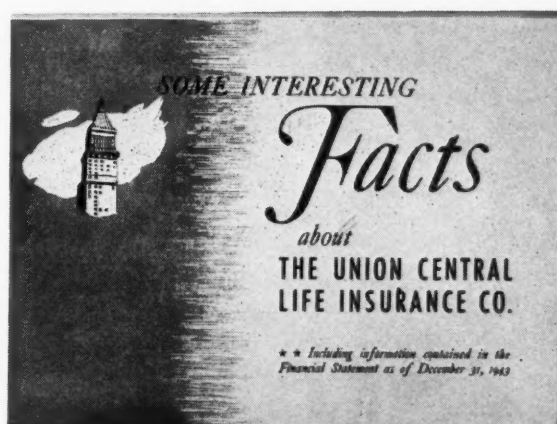
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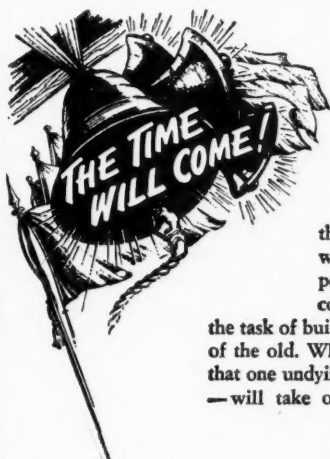
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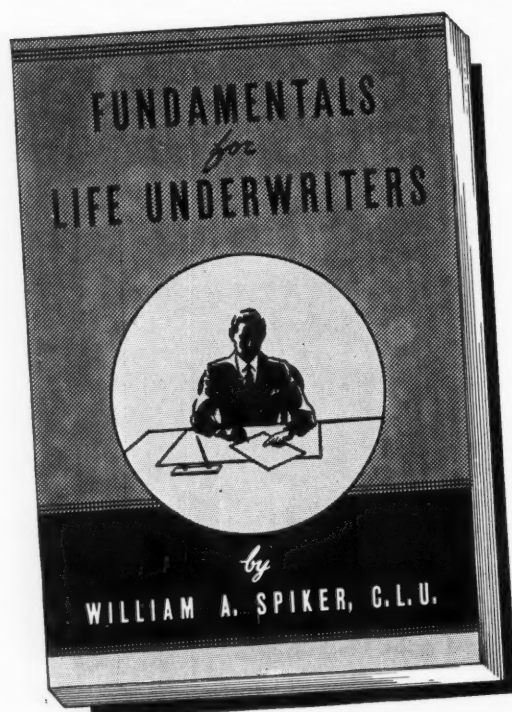
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- VI. The Legal Phases of Life Insurance



## ABOUT THE AUTHOR

William A. Spiker, C.L.U., Agency Organizer of the New York Life Insurance Company, Detroit, Michigan, was formerly in the Home Office of the New York Life as instructor in the New York City territory. In this job, Mr. Spiker's record was unique, because of all Agents recruited and taught by him, over a four-month period, in 21 branches of his company, *not a single applicant failed to secure his New York State License.*

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